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H O L Y O K E

O L D a n d N E W



A CHRONOLOGICAL HISTORY

Together with an account of the
Fiftieth Anniversary Celebration of
the Incorporation of Holyoke,
Massachusetts as a city.

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DILLON PRINTING & PUBLISHING CO.

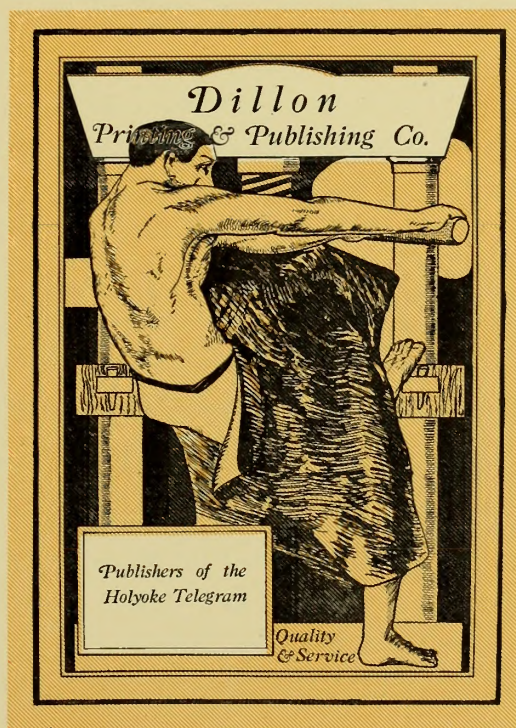
Twenty-Six Division Street

Holyoke, Massachusetts

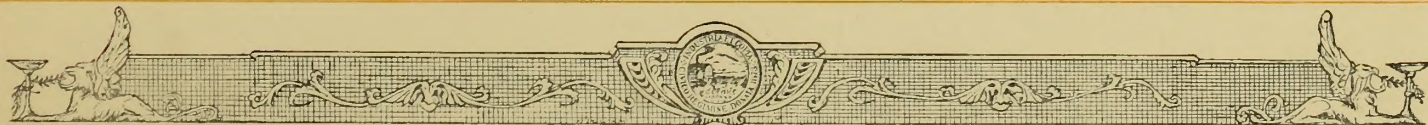
Nineteen Hundred and Twenty-Three

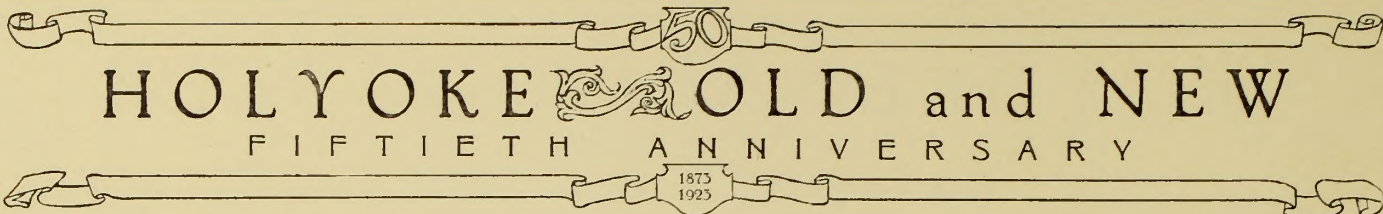
HOLYOKE PUBLIC LIBRARY

50
HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY



THIS BOOK was printed and published at the press of the Dillon Printing and Publishing Company, Twenty-Six Division Street, Holyoke, Massachusetts.....





HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

The Holyoke Telegram

AN independent institution
dedicated to the service and
progress of the community.

¶ The most striking evidence
of Holyoke's Recent and Per-
manent Development as a city
of Progress.

The Holyoke Telegram

¶ Is the fastest growing news-
paper in New England.

¶ All The News for all the peo-
ple when all the people are
looking for All The News.

¶ Published every afternoon,
except Sunday.

¶ Established 1898—Re-organized 1922.



Dillon Printing and Publishing Co.

Twenty-six Division Street

Holyoke, Massachusetts.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

HOLYOKE

has been a city for an even fifty years and for forty-four of those years the

CITY NATIONAL BANK

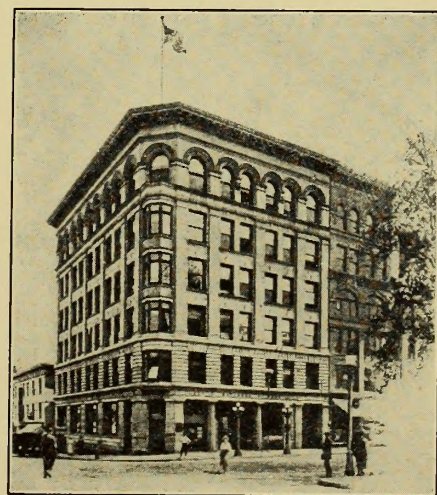
has been serving its business needs and helping it to grow.

From the first it has been identified with the industrial and commercial interests of the community, and its substantial growth has been a part of its city's history.

CITY NATIONAL BANK

HOLYOKE, MASS.

*All Savings Deposits
Payable on Demand*



HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

GERMANIA MILLS



MANUFACTURERS OF

CHINCHILLAS, OVERCOATINGS,
KERSEYS, SUITINGS,
WORSTEDS and BROADCLOTHS

President and Treasurer, WILLIAM STURSBURG, Residence, New York
Vice-President, PHILIP L. SCHELL, Residence, New York
Secretary and Manager, W. MAUER

Holyoke, — — — — — Massachusetts

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



OUR FACILITIES

For making the highest grades of paper that can be produced are unsurpassed. We make the finest line of papers for commercial purposes in the world, namely:

Scotch Linen Ledger	Mercantile Record
Parsons Bond	Old Hampden Bond
Mercantile Bond	Iroquois Bond
Parsons Linen	Gothic Bond
Defendum Ledger	Parchment Bristol

All the Leading Stationers, Lithographers, Printers and Blank Book Manufacturers use our papers. They are on sale in all the principal paper warehouses. If you insist on getting Parsons Papers you will get the best.

PARSONS PAPER COMPANY

HOLYOKE, MASSACHUSETTS.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

Whitmore Manufacturing
Company

HOLYOKE, MASS.

ESTABLISHED 1881

JOHN J. WHITE
Treasurer

NEW YORK OFFICE
140 WEST 42nd. ST.
(Near Broadway)
Telephones Bryant 4214-4215

HIGH GRADE COATED
LITHOGRAPHIC PAPERS

Makers of

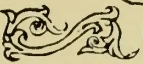
ROSMARG TRANSLUCENTS
ROSMARG ENAMELLED BLOTTING
ROSMARG POST CARD
ROSMARG OFFSET BLANKS
ROSMARG OFFSET BLOTTING

Let us send you samples of our ROSMARG LINES and list of our distributors on these grades.

Litho Coated Papers, Brush Enamelled Papers.
Paper Box Litho in Rolls. White Friction
Glazed in rolls or sheets.
Manilla Band, all colors and white.
Kraft paper coated white and colors.

Coated Bond.
Linen Finishing for the Trade.
Pasting for the trade in rolls only.
Anything in coated papers, we make.

SPECIALTIES WE ARE COOPERATORS ON

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

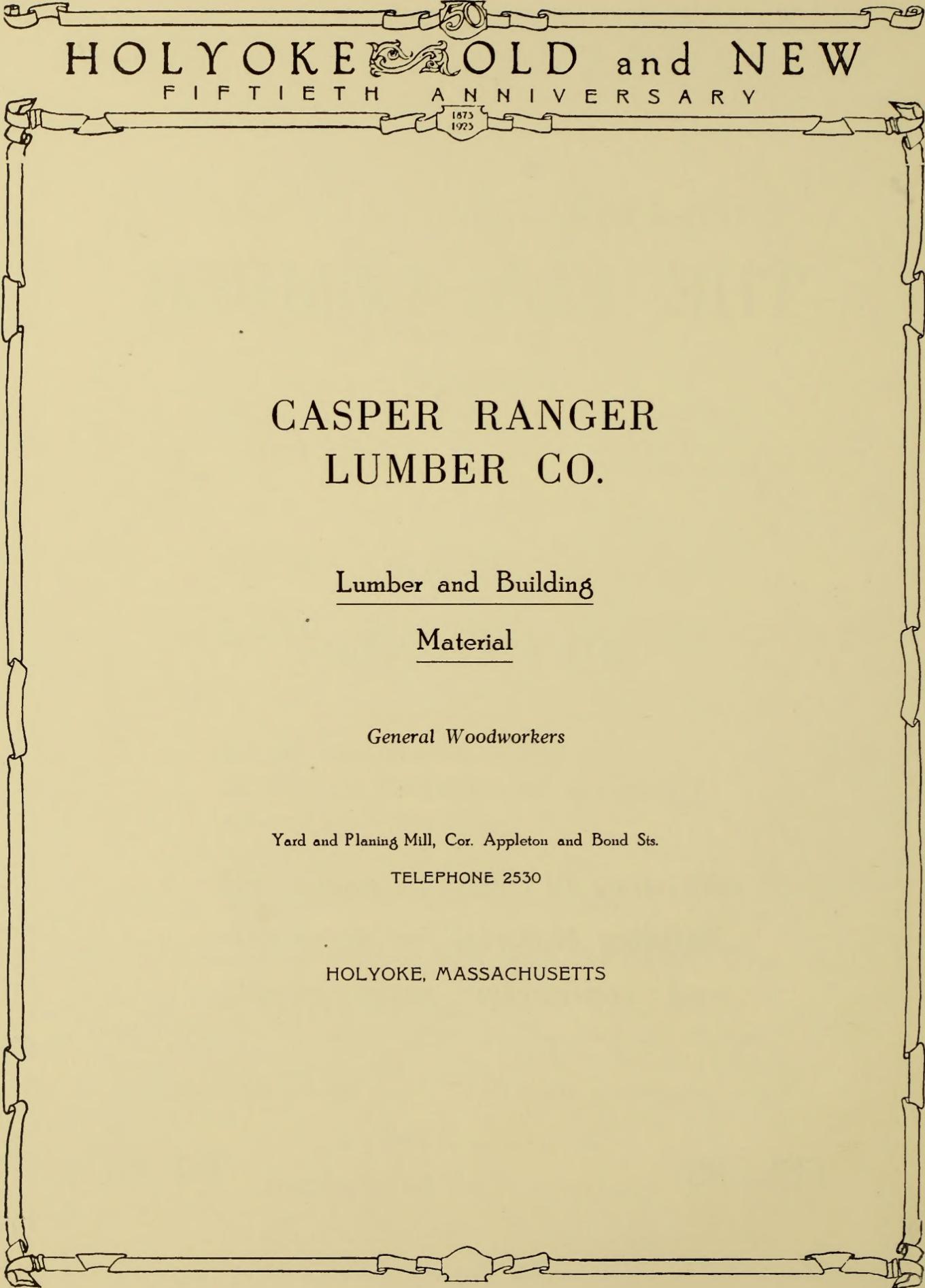
THE ELY LUMBER CO.

WOODWORKERS

*We carry all kinds of Lumber and
Building Material for corporation
and contractor requirements.*

TEL. 82

Tel. 83



HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

CASPER RANGER
LUMBER CO.

Lumber and Building

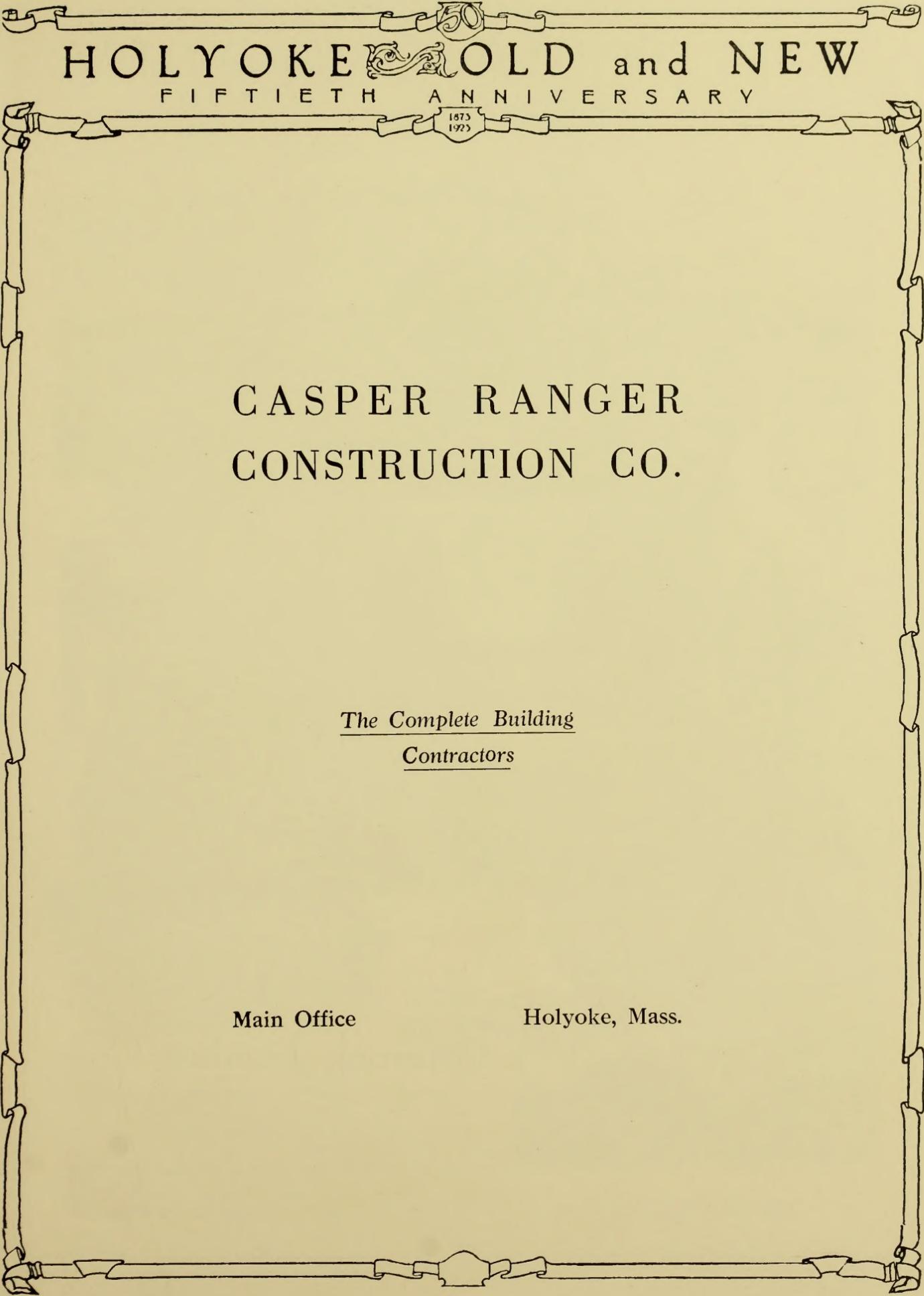
Material

General Woodworkers

Yard and Planing Mill, Cor. Appleton and Bond Sts.

TELEPHONE 2530

HOLYOKE, MASSACHUSETTS



HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

CASPER RANGER
CONSTRUCTION CO.

The Complete Building
Contractors

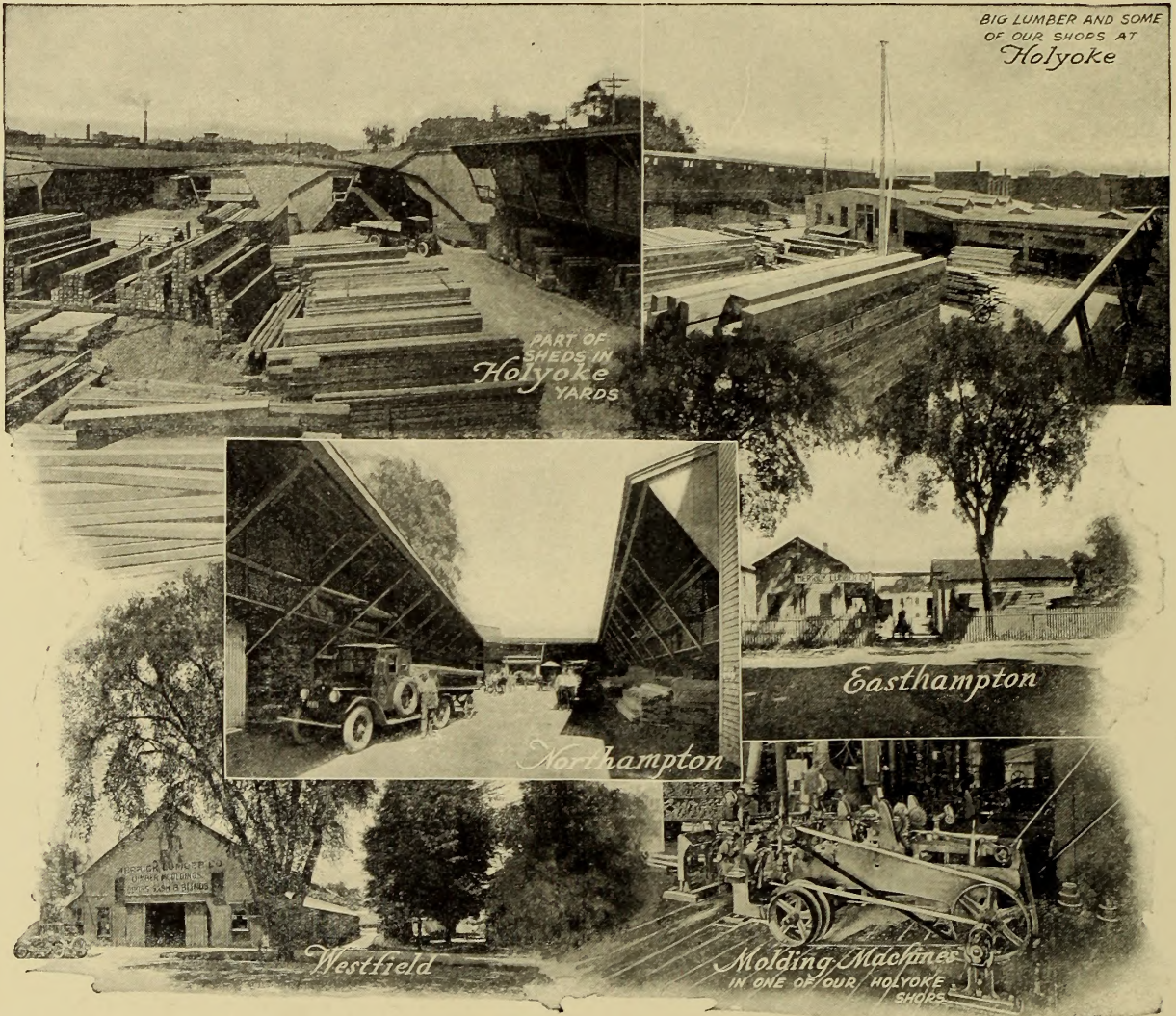
Main Office

Holyoke, Mass.

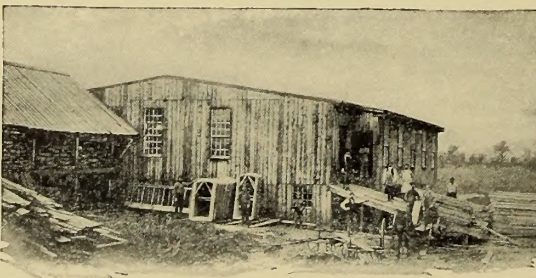
HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



Views Among Our Present Plants



Original Shop, Built in 1870, at The Corner of Race and Jackson Sts.

1870

1923

Merrick Lumber Co.

One of the largest and oldest industries in its line in this region. Builders' finish, cabinet work, roofings, wall-boards. Four yards, extensive shops, storage for 5,000,000 feet of lumber.

Send For Our Anniversary Booklet

Home office, yard and shops, Holyoke
Yards, Northampton, Easthampton, Westfield

HOLYOKE OLD and NEW

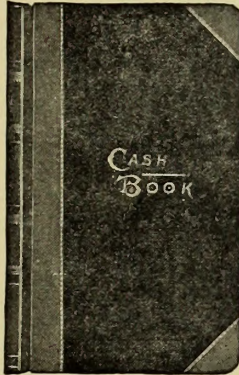
FIFTIETH ANNIVERSARY

1873
1923

Every Accounting Need Met

in Loose Leaf and Bound Books

"How's the Cash?"
National Bound Cash Book 654. Russia Back and Corners. Cloth sides. Gold title.



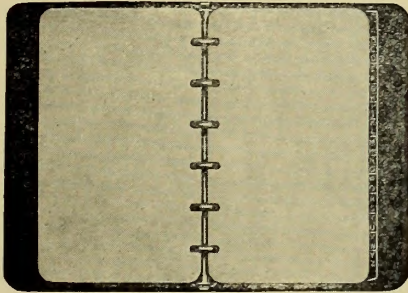
Since 1843 every growing need for account books has been met as it arose with National Blank Book Company products.

The National line includes bound books, loose leaf binders, and loose leaf sheets for every purpose.

There is no bookkeeping requirement, either special or regular, for the smallest firm or the biggest corporation, which cannot be supplied from this line of more than ten thousand items.

From the tiniest personal pocket memo book to tray binders and posting sheets for machine bookkeeping, National fills every need.

For nearly fifty years National products have been made right here in Holyoke, and every item reflects the strict New England standard of manufacture.

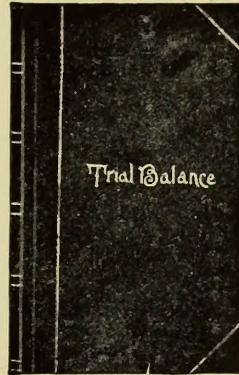


"Next to Your Watch Your Closest Friend"

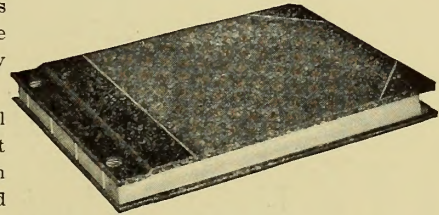
National Loose Leaf Memo Books are available in sizes and styles to meet every individual need. Try the handy booster device for snapping open the rings.

Ask your Stationer for "NATIONALS"

And get—
"The Right Books to Write In"

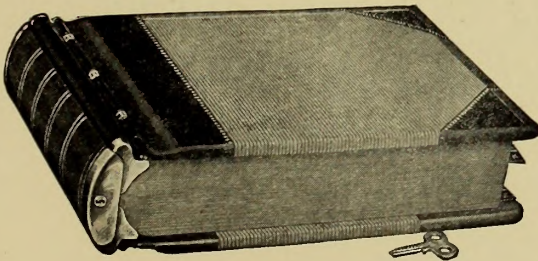


Bound Books for Every Purpose
Use National Bound Trial Balance Book 427. Half Red Text-hide, Black Cloth sides.

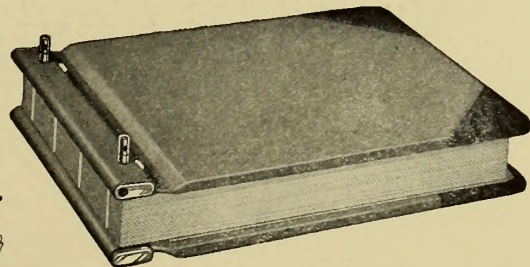


For All Analysis Records

National Loose Leaf or Bound Columnar Books. Ruled 2 to 126 columns in combinations to meet every requirement.



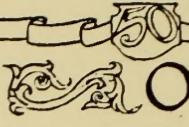
A Ledger Built for Service
National "Royal" Ledger 08142. Finest quality. Red cowhide back and corners. Corduroy sides.



For Current or Transferred Records
National "Celtic" Binder 9641. Black Cowhide corners. Canvas sides. Metal hinges. Other styles and sizes carried in stock.

NATIONAL BLANK BOOK COMPANY

HOLYOKE, MASS.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

USE COKE
FOR FUEL

Do Not Depend On The Railroads To
Bring You Fuel

Remember LAST WINTER and buy the
Fuel That Is Now in the CITY

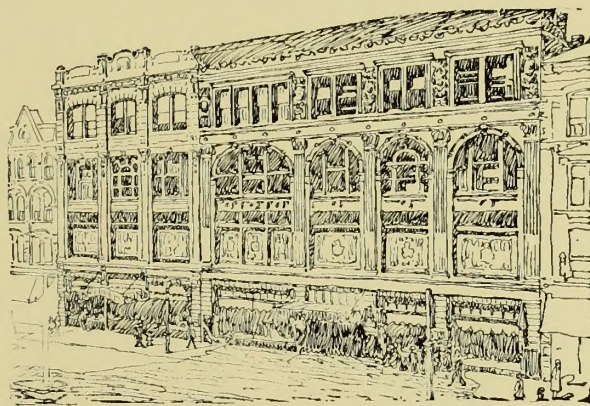
*Buy all the COKE your bins will hold during
the summer and early fall when it is plentiful,
and have it when you need it.*

HOLYOKE GAS WORKS
City of Holyoke Gas and Electric Department
Tel. 450

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



50 Years A City

Holyoke Institutions, among whom we count ourselves, take pride in the observance of our city's Semi-Centennial.

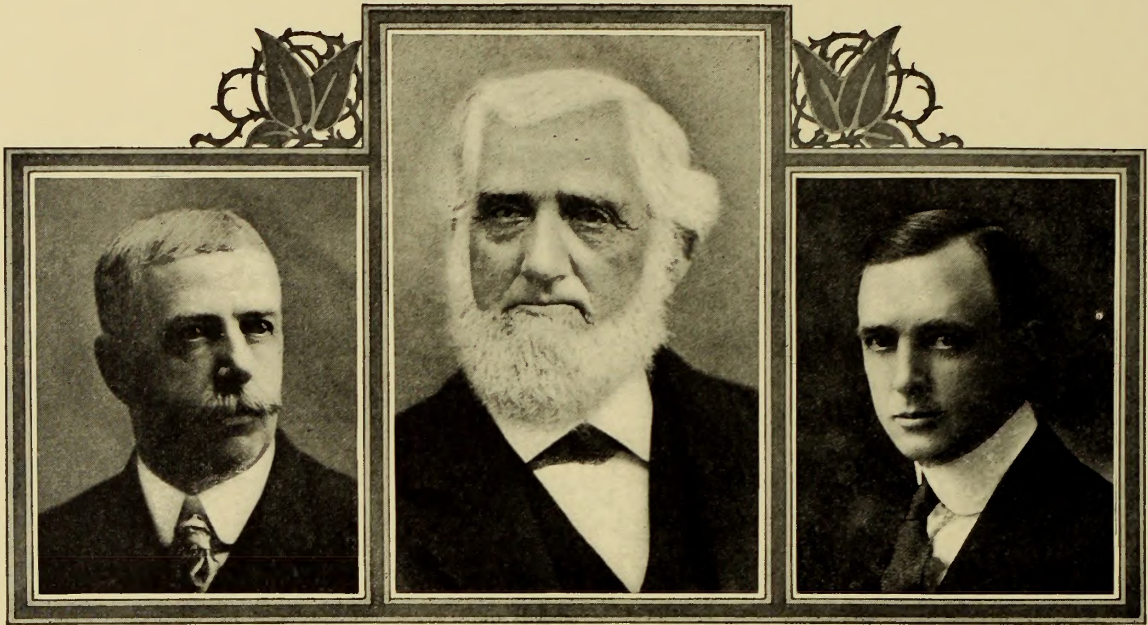
We are grateful for the firm foundation and the splendid traditions upon which this city has been builded. It has enabled us to build our business which has served Holyoke for more than half of her existence as a city. We mean that it shall serve better in the future years and better deserve to be a Holyoke Institution.

A. Steiger & Company

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



In May 1870, three years before Holyoke became a city, William B. Whiting founded the well known coal company which bears his name. Associated with him was his son Edward G. Whiting, and today the business is conducted by Philip C. Whiting, grandson of the founder.

William B. Whiting died in May 1902, at the age of 85, and during all his career his business policy was to sell the best coal to be had, and to give prompt and efficient service. He was known throughout the city for his honesty and integrity. This same policy has ever since been followed strictly by his son and grandson and is responsible for the large business which the company enjoys today.

For distribution some horses are still used as in the early days of this company, but a fleet of motor trucks is now the main reliance for prompt delivery. The company has equipment for delivering from 100 to 125 tons of coal per day. From a small beginning the business has grown year by year until now it has reached a total of about 30,000 tons annually.

A modern and efficient coal pocket of 4000 tons capacity helps greatly to tide over the difficulties that beset the trade between the mine and the householder's cellar.

WM. B. WHITING COAL CO.

COAL AND WOOD

458 Dwight St.

Holyoke, Mass.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



THE AMERICAN THREAD CO.,



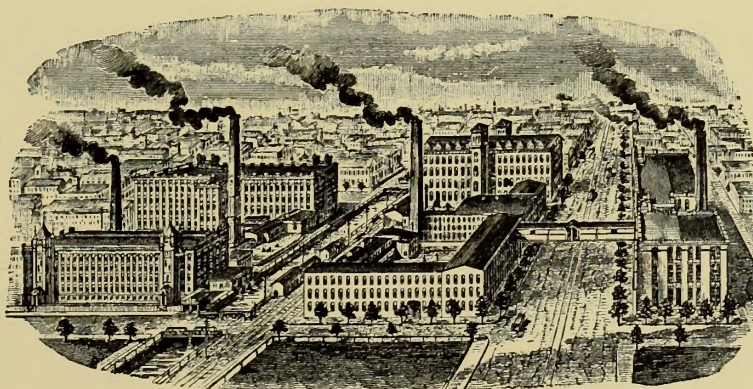
Spinners and Manufacturers of Cotton Threads for sewing,
crochet, embroidery, knitting, tatting, lace-making, etc.

TRADE



MARK

From the Raw Cotton to the finished Article
Five Mills in Holyoke known as Merrick & Hadley groups



MERRICK GROUP



Employ 2000 Workers.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



Seventy-Two Years of Honorable Service

¶ The history of the Hadley Falls Trust Company is that of two long-established and influential Holyoke banking institutions—the Hadley Falls National and the Home National. The former was first established under a State charter in 1851 (the year following Holyoke's organization as a town), with banking quarters on the present site of the Hotel Hamilton building, and had as its first personnel, C. P. Rising, President; J. R. Warrener, Cashier; John Ross, N. D. Perry, Cyrus Frink, Joel Miller, R. G. Marsh, A. D. Chapin, William Melcher, Whiting Street and Chester Crafts, Directors. In 1865 it was reorganized under a Federal charter with C. W. Ranlet as President and H. P. Terry as Cashier.

¶ The Home National—a much younger, though equally successful bank—was organized in 1884, with J. H. Newton, President; E. L. Munn, Cashier; F. F. Partridge (who later became its President) as First Teller; and E. C. Rogers, Anderson Allen, Josephus Crafts, J. H. Newton, D. H. Newton, J. C. Newton, Moses Newton, E. L. Munn, John Delaney, James Ramage, G. A. Clark, J. S. Webber, Frederick Taylor, Herman Stursberg, Jr. and G. W. Millar as Directors.

¶ In 1917 these two banks merged their respective interests and have since continued business under the name of the Hadley Falls Trust Company. Its present Officers and Directors are:

IRVING S. PULCIFER, Treasurer & Trust Officer

JOSEPH A. SKINNER, President.

JOSEPH C. DRAPEAU, C. HERBERT BELL,

FRED F. PARTRIDGE EDWARD P. BAGG,

E. F. JACQUES, Asst. Treasurers

H. J. BARDWELL, Vice-Presidents.

GEORGE AHNERT, Assistant Trust Officer

DIRECTORS

Geo. P. B. Alderman
Architect
Oren D. Allyn
Real Estate
Edward P. Bagg
Treas. Parsons Paper Co.
Fred F. Partridge
Vice-President
Henry L. Russell
J. Russell & Co.
Henry G. Sears
Pres. Henry G. Sears Co.

Pierre Bonvouloir
City Treasurer
Thomas S. Childs
Pres. Thos. S. Childs, Inc.
Herbert J. Frink
Treas. Holyoke Machine Co.
Lewis M. Gaylord
Retired
Joseph A. Skinner
Treas. Wm. Skinner & Sons

Albert Steiger
Albert Steiger & Co.
Jeremiah A. Sullivan
Retired
Clifton F. Tilley
Retired
R. Franklin McElwain
Vice-Pres. Crocker-McElwain Co.
Frank H. Metcalf
Treas. Farr Alpaca Co.

William J. Mills
Treas. Besse-Mills Co.
Frank B. Towne
Treas. Nat'l Blank Book Co.
Frank A. Woods
Physician
J. Lewis Wyckoff
Pres. White & Wyckoff Mfg. Co.

HADLEY FALLS TRUST COMPANY

CAPITAL,
\$500,000

A Bank of Strength and Character.

SURPLUS,
\$365,000

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

Progress Plus Service

IT has been our privilege since the establishment of this store in 1883 to serve thousands of builders, gardeners and housewives with the necessary tools that have enabled them to do better, and more efficient work. Our sporting goods have also added to the joys and relaxation of many.

The experience we have gained in these past forty years of development, plus the knowledge of our seventeen salespeople, is at all times placed at your disposal.

It is a long journey between early training and president of a firm, yet from a modest beginning as clerk, Mr. A. J. Osborne has developed the present successful establishment of the Osborne Hardware Company, which stands as a monument of what can be built upon the policy of rendering service to patrons, as well as maintaining at all times a high standard of quality in all of its merchandise.

Entering as a clerk, in the employ of Mr. Gilbert E. Russell in the Spring of 1883, and proving himself to be indispensable, A. J. Osborne was, six years later, taken into the firm as partner to Mr. Russell; assuming full charge of the store after Mr. Russell's death in January 1907.

Marked developments began to take place shortly after April 1917, when Mr. Osborne obtained full control. The Kitchenware Department, previously started, was enlarged and remodelled; the line of utensils and dishes were greatly augmented and a competent man placed in charge.

In line with his ambition to broaden and serve a complete stock of sporting goods were added,—later on accepting the Winchester Agency and becoming one of the numerous Winchester stores.

At this period in 1919, the business was incorporated. Mr. Osborne carefully selected the following people as being the calibre to carry on

the work that had been so well started:

A. J. Osborne, Pres. and Treas.
E. L. Dragon, Vice President
Anne Sinclair, Ass't. Treasurer
R. L. Streeter, Clerk
George R. Osborne, Director

Since the incorporation of the firm, the various departments have been placed in charge of men whose previous experience has well qualified them for the positions; Mr. Dragon taking charge of the Builders' Hardware, Paints, etc., Mr. Streeter heading the Department for Tools, Seeds, Agricultural Tools and Specialties; George R. Osborne just returning from the Winchester Factories, was placed in charge of the Sporting Goods, Cutlery, Bath Room Fittings and some of the Specialties. Miss Sinclair, who for many years has been connected with the firm, efficiently manages the office work of the organization.

The Osborne Hardware Company occupies the entire building at 245 High Street, consisting of five floors and basement, as well as a large storehouse at 12 Suffolk Street. Two trucks are constantly employed for hauling freight and making deliveries in order to insure prompt attention to all patrons.

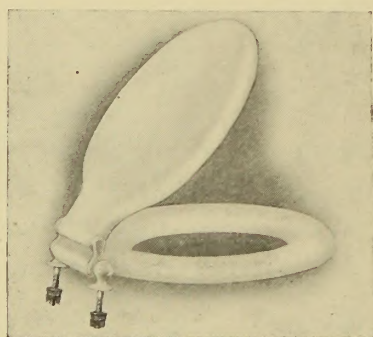
40 Years of Continuous Service
Osborne Hardware Co.

HOLYOKE, MASS.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



Church Seats *sani-white*

THE Church Sani-White Toilet Seat is the product of 25 years of study and development. Its inception was modest and at a time when a white seat was practically unheard of due to two obvious reasons; first and foremost, no seat had ever been produced that could permanently retain its pure whiteness, and secondly, the modern ideals of sanitation were in their infancy.

The pioneers of the Church Sani-White seat conceived the idea that a toilet seat was something more than a mere covering for a bowl—it was the one object in a bathroom above all that needed refinement—and from this idea was built the seat that is today recognized by the plumbing trade as the highest grade sanitary product that can be made for its purpose.

Its white covering is not an enamel or paint, but consists of a pure glistening white sheathing, put on in sheet form, and welded by steam pressure until a non-absorbant surface is produced that will retain its sanitary whiteness forever and cannot discolor, crack or chip.

The Church Company had its beginning in a small shop employing six men with an average production of fifteen to twenty seats per day. It was a big problem even to sell this amount at first, for people had not the desire nor inclination to purchase a toilet seat of such high quality—their sanitary ideals were in the early, slow stages of development.

Gradually the desire for better bathroom fixtures manifested itself and with it came a demand for better seats. The facilities and organization of the company expanded to meet the

ever increasing demand and in 1920 it became necessary to double the size of its Holyoke plant. In the latter part of 1920 the company broke ground for a woodworking factory in Brattleboro, Vermont which was completed, and operating by the Fall of that year. The Church factories today employ over 300 employees with a capacity daily production of 1,500 seats.

The sales organization was developed to its present size since 1921 and consists of nineteen direct factory branches extending from coast to coast. The company's products are sold through plumbing trade channels and eventually reach the consumer through the plumber. Architects, jobbers, builders, plumber and owners are solicited regularly in all sections of the United States and Canada.

The rapid increase in the company's business is attributable largely to its sales policies, advertising, and strict maintenance of the quality of its product.

Church Sani-White Seat advertisements besides being seen in all trade publications also reach the houseowner through the national mediums of such papers as The Literary Digest, House & Garden, Country Life In America, Home Beautiful, and others.

The C. F. Church Mfg. Co. was incorporated in 1898 with Mr. Charles F. Church as President and Mr. George W. Collins, Treasurer. Mr. Church severed his connection with the company in 1904. The Company was purchased by its present management in 1919. The officers are: President, Charles H. Keith, Greenfield, Mass.; Vice-President, Fred F. Partridge, Holyoke, Mass.; Treasurer and General Manager, Otto Kolstad, Holyoke, Mass.; Secretary, Richard A. Witherell, Springfield, Mass.

C. F. CHURCH MFG. CO

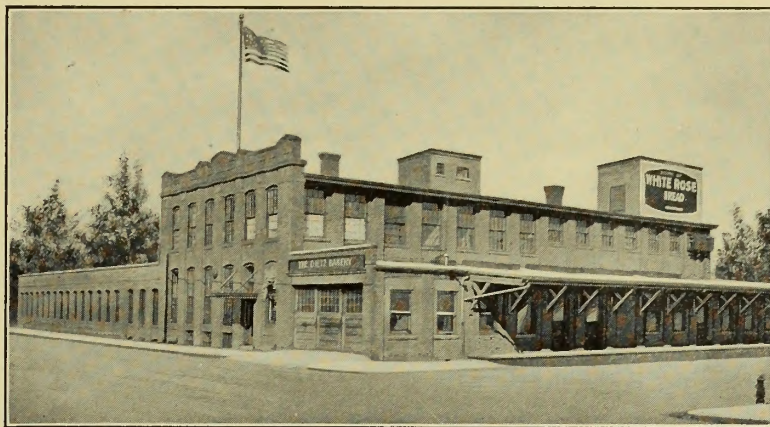
HOLYOKE, MASS.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

*Dietz Bakery
Commercial Street,
Holyoke.*



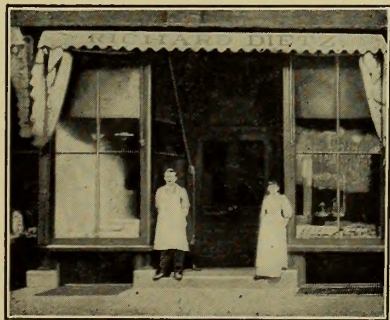
How Richard Dietz's Little Holyoke Bakery Has Grown Into a Business of National Importance

Holyoke is full of fine stories of the growth of big business from small beginnings. Ambition, hard work and honesty are back of them all, and no story is finer than that of Dietz Bakery. Richard Dietz opened his little store in 1883, and in the good old fashioned way Mrs. Dietz worked with him. Their bright store with its cordial greeting, the wholesome, fragrant bread, and the always welcomed bread wagon are still recalled with

keen pleasure throughout all this region.

Little by little, then faster and faster, Dietz bread found its way into the homes. Good housewives began to give up the work of home baking. Mr. Dietz stuck resolutely to high quality and good service, and today the company's handsome bakery, with its separate equally fine plant for making Dietz French Ice Cream, is one of the show places of the city.

Then Came a Great Step Ahead in the Combination of the Famous "Six Bakers"



*Mr. and Mrs. Dietz in the doorway of
the bakery on Park St., in 1883.*

Nothing succeeds like success, and nothing attracts able men like the success of another able man. The combination of six successful bakers came about as naturally as the meeting of six friends, and today Dietz Bakery is one of the seven modern plants in a nationally noted company with bakeries in Holyoke, Springfield, Fitchburg, Hartford, Waterbury, Bridgeport and New Haven, and with a new plant just building in Mt. Vernon, N. Y. Fifty million loaves a year is their present output.

Such, in a brief sketch, is the history of the little bakery begun here 40 years ago, by Richard Dietz, with no capital except that best of all capital; skill, industry, and a determination to win out.

HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

1873
1923



*Dolly
Madison
Bread*

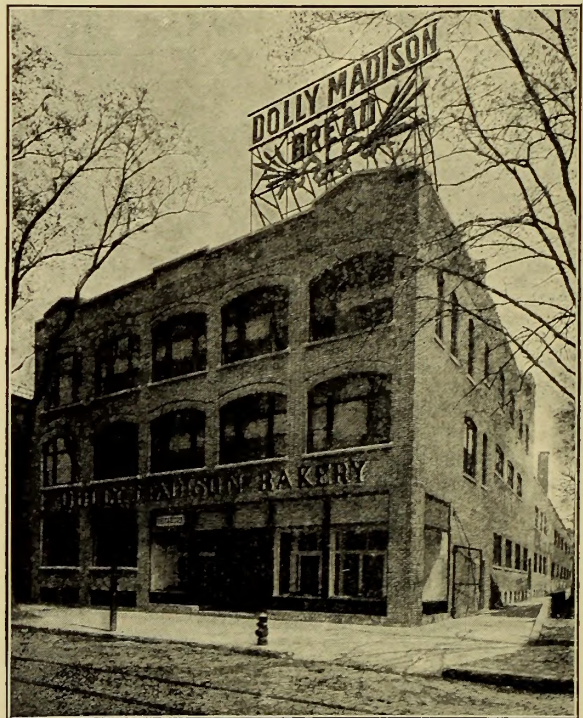
SAY

"Dolly"

FOR SHORT

Quality

Bakery
355 Chestnut Street
Springfield, Mass.
Phone Wal-9640

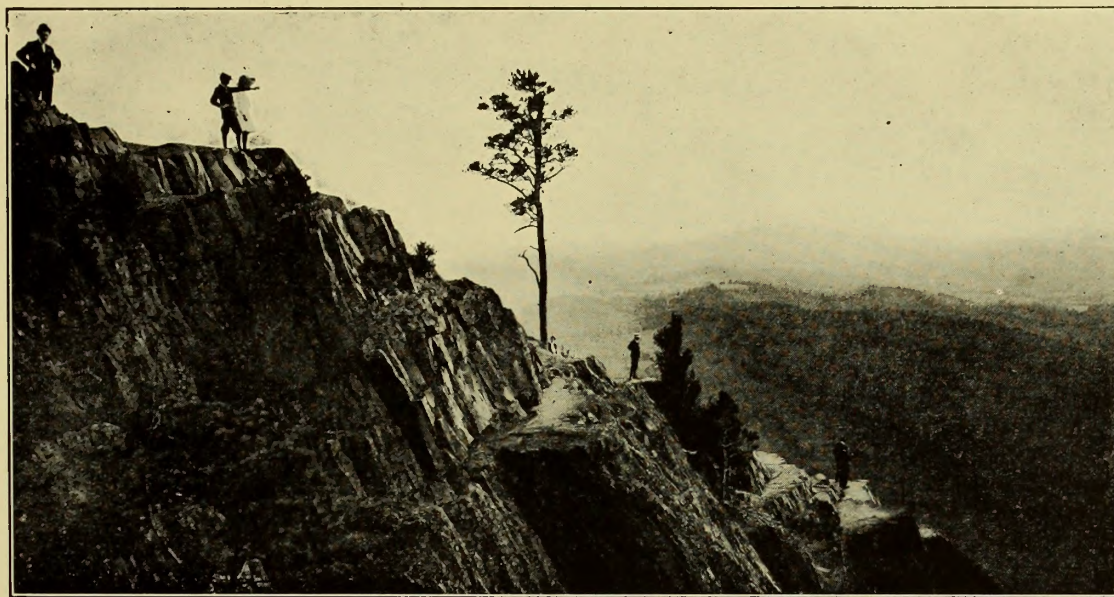


Dolly Madison Baking Corporation

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



Steep Bluff on Mt. Tom—South Side below Summit House

MT. TOM—Holyoke, Mass.

The most exquisite views in all directions from the Summit House at MT. TOM greet the visitor.

To the North—to the South—to the East—to the West—a panorama of scenery is unfolded in color and picturesqueness not to be equalled in the entire country.

The most blasé traveler and globe trotter enthuses over the views that lie before him from the observatory.

In the clearer days, which are many, famous mountain peaks as distant as 65 miles are to be observed through the big telescopes—all without charge.

Scores and scores of villages, outstanding mountain peaks like Monadnock, and Greylock and Wachusett and scores of others are easily picked out.

Top-O-Tom Restaurant Chicken dinners are satisfying in quality and reasonable in price.

Round trip up the cable electric railway from the foot of the mountain 50 cents. Mt. Washington charges \$6.00!

(Management of Holyoke Street Railway)

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

MAGNA AUTOMOBILE Co.

Sales and Service

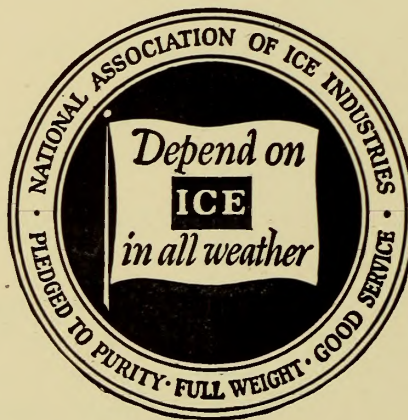


BUICK
CADILLAC and
G. M. C. TRUCKS

Northampton St.,

Near Dwight St.

The Holyoke Ice Company,
as a member of the National
Association of Ice Industries,
have adopted the motto of
*Purity, Full Weight and Good
Service.*



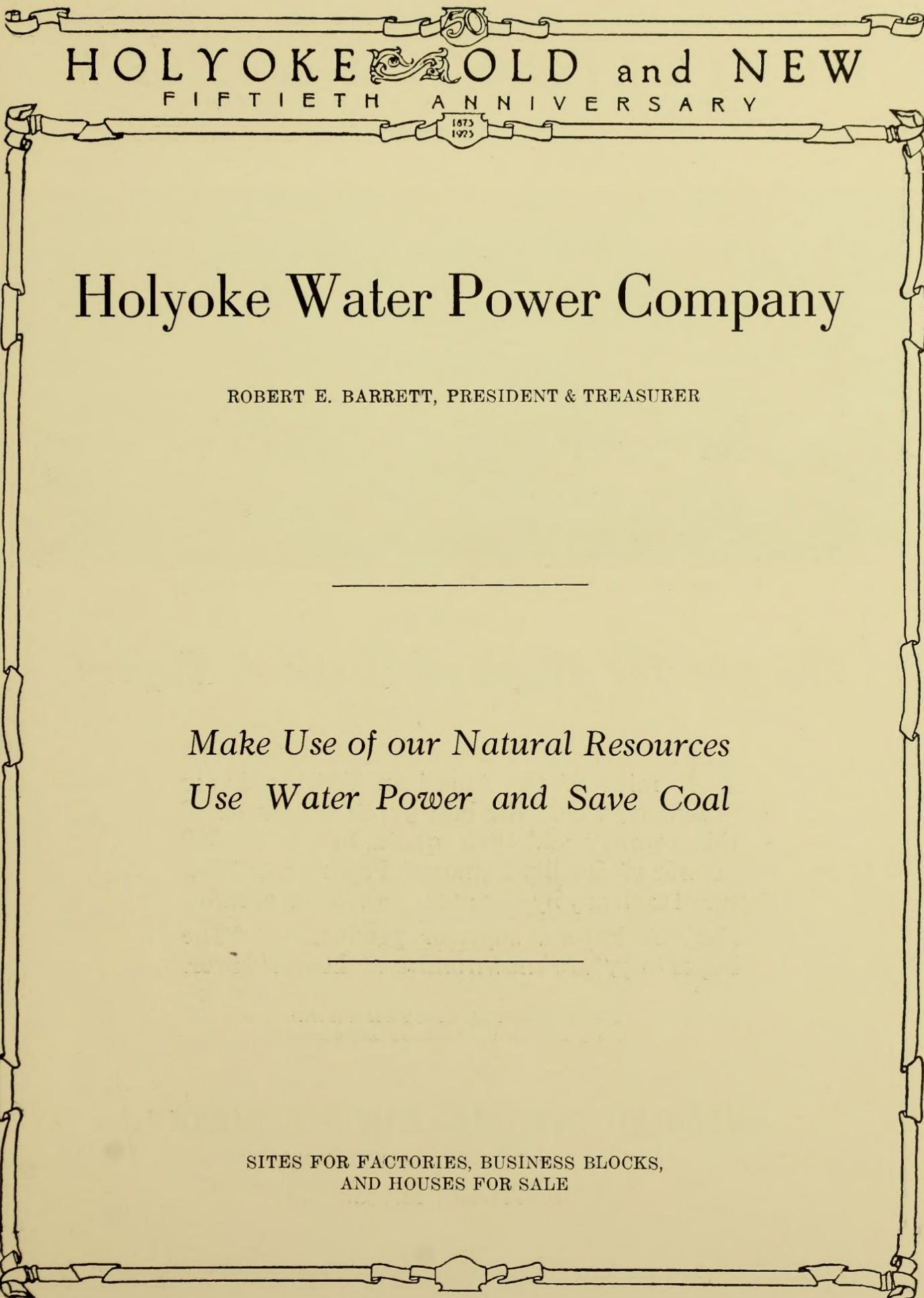
Purity of our ice is certi-
fied to by Prof. Lewis B. Al-
lyn of Westfield, Pure Food
Expert.

*Full Weight and Good Ser-
vice* is our constant aim, and
we will immediately correct
any errors brought to our no-
tice.

HOLYOKE ICE COMPANY

65 PROSPECT STREET.

TELEPHONE 178



HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

Holyoke Water Power Company

ROBERT E. BARRETT, PRESIDENT & TREASURER

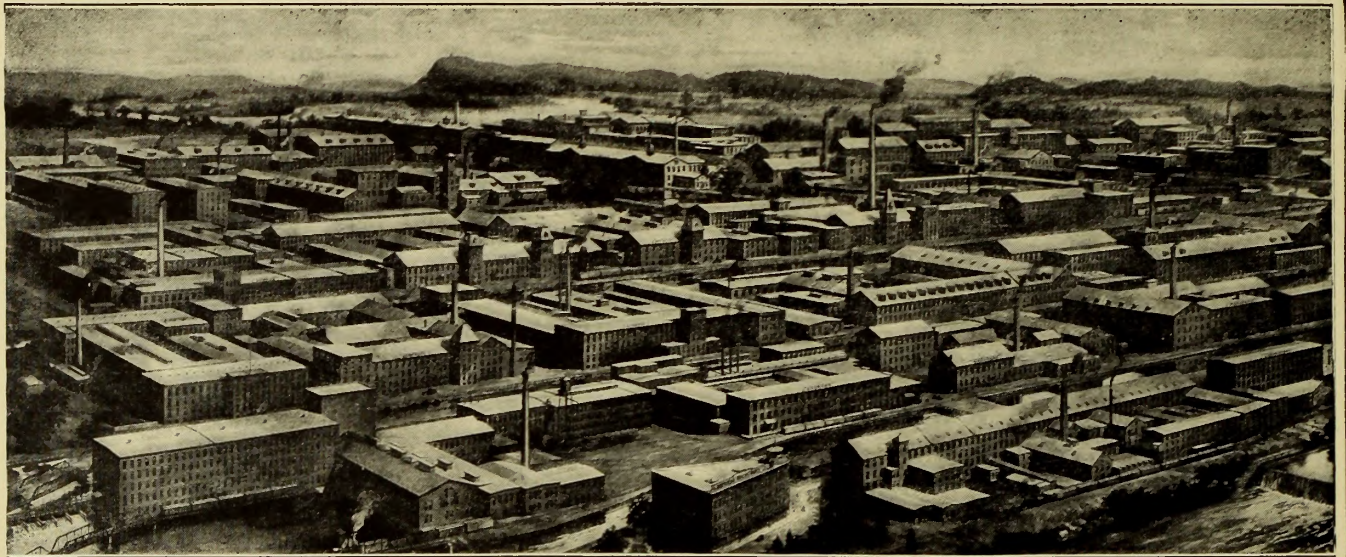
*Make Use of our Natural Resources
Use Water Power and Save Coal*

SITES FOR FACTORIES, BUSINESS BLOCKS,
AND HOUSES FOR SALE

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



Composite View Showing the 26 Mills of the American Writing Paper Company

Holyoke the Home of Eagle-A Papers

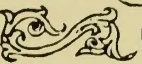
HERE in Holyoke are located 16 of the 26 mills of the American Writing Paper Company, where the best paper craftsmen of this country add their quota to the 900,000 pounds of Quality-Standard Papers manufactured each day by this great federation of mills. Eagle-A Papers, superior products of "The Paper City," are known and used the world over.

*There is a Grade Made in Eagle-A Mills to Meet
Every Printing and Stationery Requirement*

AMERICAN WRITING PAPER COMPANY

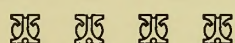
The Paper Service Manufacturing Institution

HOLYOKE, MASS.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

FRANKLIN
PAPER COMPANY

HOLYOKE, MASS. ESTABLISHED 1866



BRISTOLS

*Jefferson Index-National Post Card
Franklin White and Colored Sample Card
White Blanks*

THE Franklin Paper Co. was established in 1866 by James H. Newton and associates for the manufacture of envelope papers, colored flats and collar paper. Production continued along these lines until 1892 when James Ramage and sons took over the business. The paper machine at this time was changed from Fourdrinier to cylinder for the manufacture of white and colored bristols, white blanks, silk wrapping paper and manila, and white folding duplex. Later the present lines of white and colored index, sample card, post card, white blanks and other grades of bristol were adopted. The mill has one 66 inch machine with a production of approximately 15 tons a day.

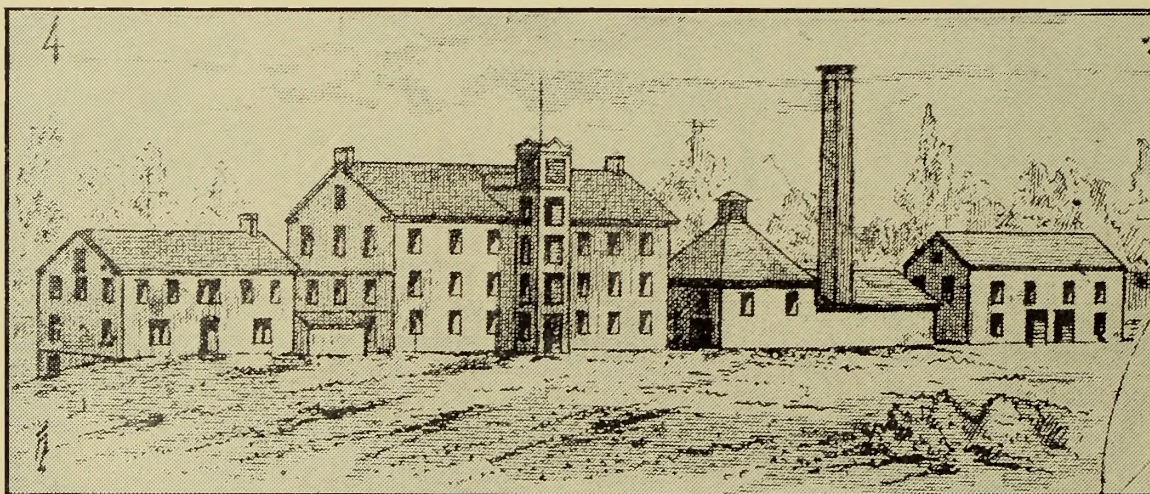
The present organization is made up of James M. Ramage, President and Treasurer; Arthur B. Thorpe, Vice-President and Superintendent; Robert A. Ramage, Secretary; James B. Ramage, Production Manager, and Theodore R. Ramage, Office Manager.

HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

1873

UNQUOMONK SILK MILLS

Skinnerville, Mass.



DESTROYED BY FLOOD MAY 16, 1874

SEWING SILK
MACHINE TWIST
BUTTONHOLE TWIST
SILK AND MOHAIR BRAIDS

WILLIAM SKINNER, Owner

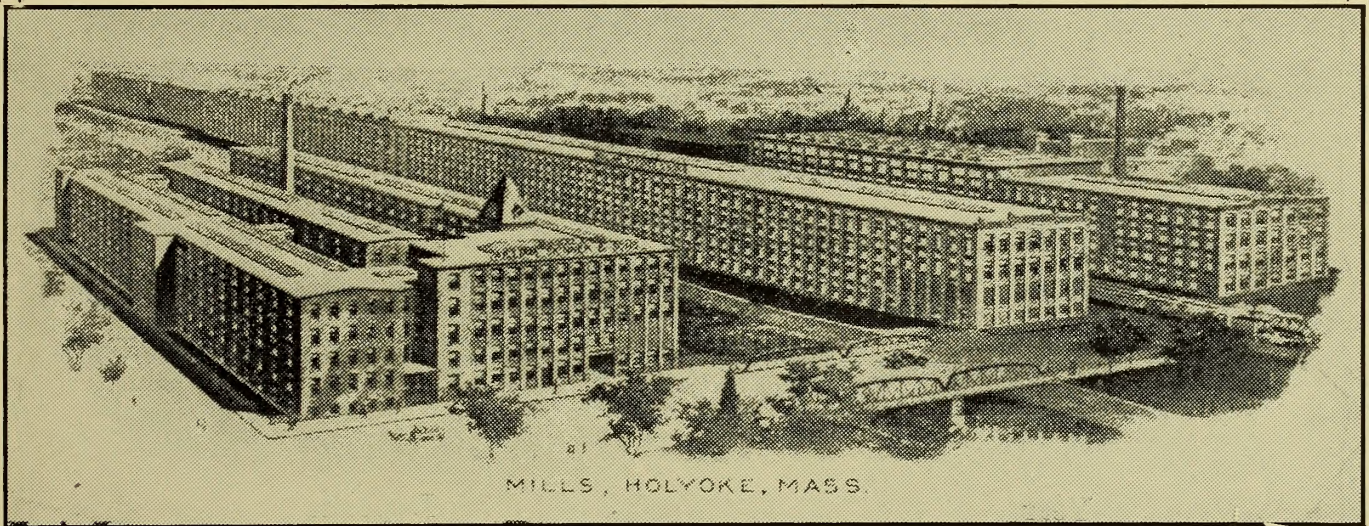
HOLYOKE ⁵⁰ OLD and NEW
FIFTIETH ANNIVERSARY

1873
1923

1923

WILLIAM SKINNER & SONS

HOLYOKE, MASS.



SECTION OF PRESENT PLANT COMMENCED JULY 1874

SKINNER'S

Silks

Satins

Taffetas

"Look for the Name in the Selvage"

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

Compliments of

THE AMERICAN PAD AND PAPER COMPANY Holyoke, Mass.

Makers of

"THE EFFICIENCY LINE OF COMMERCIAL STATIONERY."

S. A. MAHONEY, President.

FRED G. ALLEN, Cashier

Year	Deposits
1892	\$ 325,729.24
1898	429,738.18
1904	474,611.69
1910	574,356.55
1916	1,139,655.08
1922	1,344,378.66
1923	1,512,896.30

The above table shows the growth of our deposits since organization.

Our personal interest in our depositors has made it so.

THE PARK NATIONAL BANK

The Bank of Personal Service
HOLYOKE, MASS.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

Roofing, Roofers' and Tinner's Supplies.

E. H. FRIEDRICH COMPANY

SHEET METAL PRODUCTS

UNDERWRITER'S FIREPROOF METAL WINDOWS, DOORS, INTERIOR TRIM, ETC.,
SKYLIGHTS, COPPERSMITHING

HOLYOKE, MASS.

Taylor-Logan Co. Papermakers

FOUNDED IN 1904

BY

JAMES GIBSON TAYLOR

MAKERS OF

PUBLIC SERVICE BOND

*The Only Business Letter-Paper Sold Under An Absolute Guarantee
Of Satisfaction To The User*

AFFILIATED WITH

ADVERTISERS PAPER MILLS

MAKERS OF

Covers, Texts and Special Papers

HOLYOKE

MASSACHUSETTS

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

“Transportation”

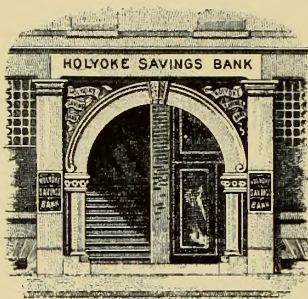
THE BIGGEST PROBLEM OF THE DAY. LET US
HELP YOU TO SOLVE IT BY GIVING YOU OUR
“MILEAGE PLAN” ON OUR

Oakland Cars

DUNBAR LAPORTE MOTOR CO.

1 and 6 Suffolk St.

Tel. 4156-4157.



HOLYOKE SAVINGS BANK

195—201 High St., Opposite John St.

THE SAME OLD LOCATION

OLDER THAN THE CITY

Organized as a MUTUAL SAVINGS BANK in 1855

— GROWTH — DEPOSITS

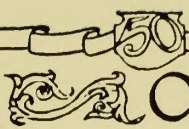
1855	\$9,654.00
1865	70,160.10
1875	875,639.28
1885	1,647,255.33
1895	2,866,162.49
1905	5,035,856.80
1915	7,433,616.11
Jan. 1, 1923	9,750,105.23
NOW	10,395,401.70

— STRENGTH — SURPLUS

\$29.91
3,327.22
33,823.52
42,191.79
107,963.39
265,546.46
598,253.38
949,906.46
1,004,796.13

ASSETS, \$11,450,307.11

“Put Your Savings In A Mutual Savings Bank”

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

H. C. BREWSTER

DEALER IN

REO AUTOMOBILES
AND TRUCKS

1527 NORTHAMPTON STREET,

Holyoke,

Massachusetts

M. J. WALSH & SONS

Engineers - - and
General Contractors

Office—1412 Dwight Street

Mill and Yard—Shawmut Avenue

Holyoke,

Mass.

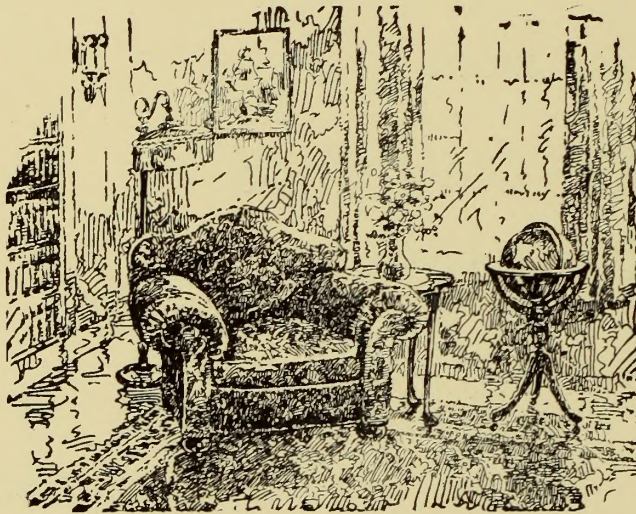
HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

Meekins, Packard & Wheat INC.

SPRINGFIELD & MASSACHUSETTS



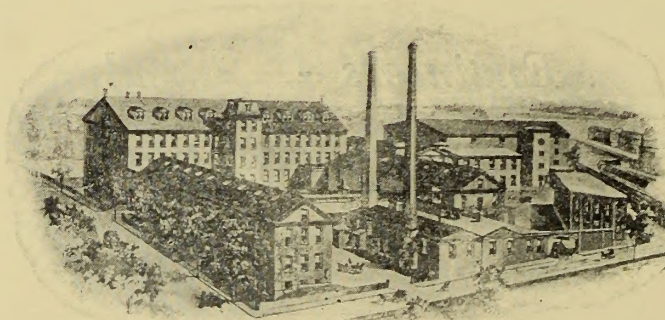
A department store that has stood the test of time with merchandise of a quality known for its standard of excellence for nearly half a century.

Particularly distinguished for its beautiful "Meekins Furniture of Character" and likewise: Its Exclusive Deferred Payment Charge Accounts for purchases when extended Credit Accommodations are desired.

D. MACKINTOSH & SONS CO.

Established 1868

Holyoke, Mass.



COTTON YARNS

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

The Equitable Life Assurance Society

of the United States

F. W. FULLER, MANAGER

Represented in Holyoke, Mass., Since 1899.

BY

James J. Dowd

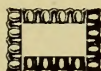
225 HIGH STREET

This agency was established by James J. Dowd, Senior, the father of the present representative. It was founded on a basis of honest advice to clients and conscientious service to policyholders. Very many of the contracts placed by the original representative have matured and the satisfaction of their purchasers is evidenced by the new policies taken out through this agency.

The STANDARD CORSET COMPANY

INCORPORATED

MANUFACTURERS



144 Race Street,

Holyoke, Massachusetts.

New York Office, Wilson Building, 1270 Broadway

A Corset For Every Figure

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

De Luxe
COVER PAPERS

MARVELLUSTRE - *The Gorgeous Paper*
MARVELHIDE - - *The Leather-Like Cover*
MARVELOUR - - *The Ornate Covering*

Manufactured By

The Marvellum Company

HOLYOKE, MASS.

A Fine Record

THIS company has been continuously represented in the city of Holyoke through the JOHNSON agency for over 47 years.

With assets of \$1,067,134.44 in 1873, the year of Holyoke's birth as a city, the progress of the Springfield Fire & Marine compares with the fine record of your progressive city, till today it has resources of \$22,134,376.80, Liabilities of \$13,841,278.18 and Policyholders Surplus the large sum of \$8,293,098.62.

INSIST on a SPRINGFIELD policy — "IT PAYS"

HOLYOKE AGENTS

C. W. JOHNSON & COMPANY,

Frank R. Knox

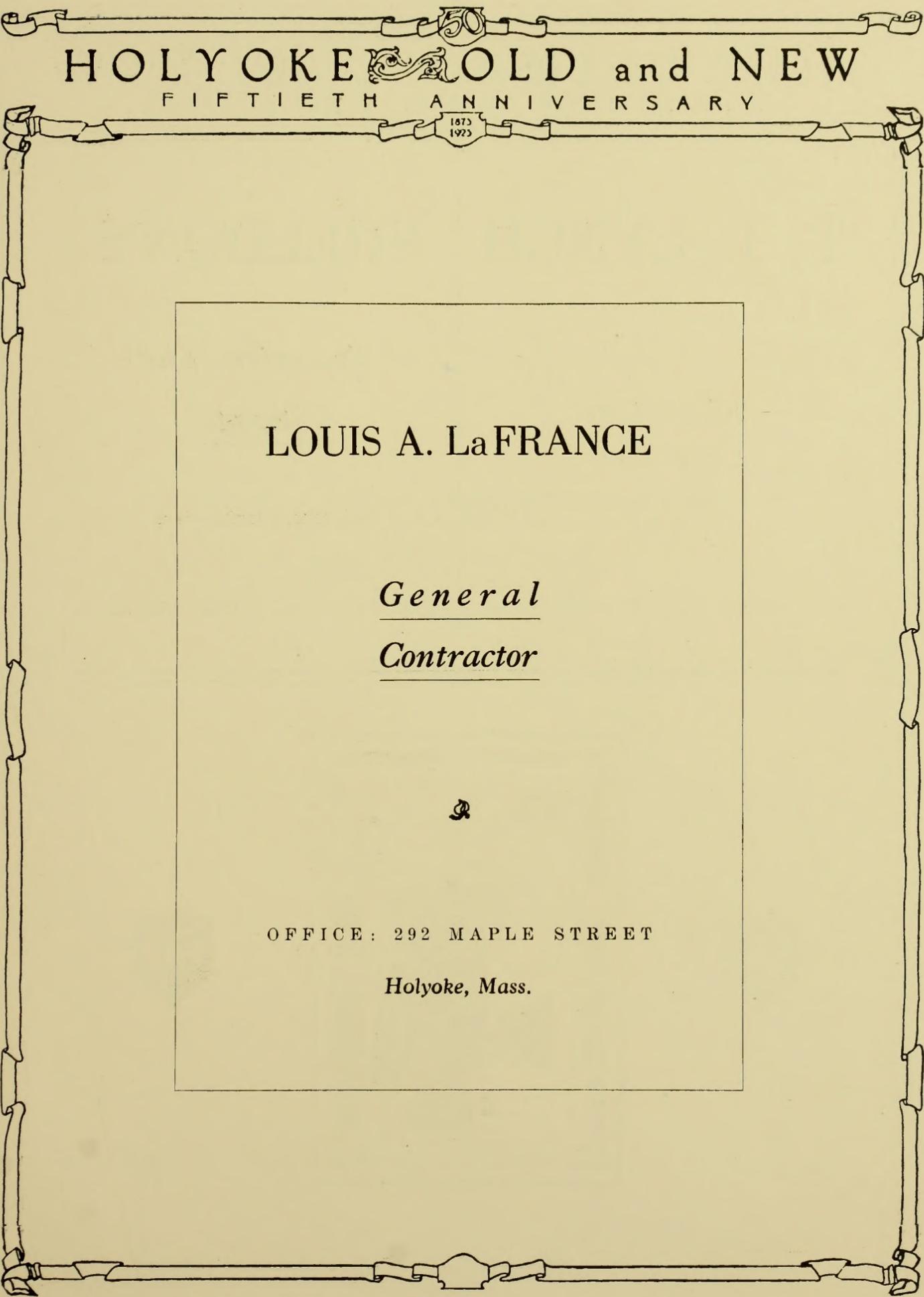
201 High Street,

Phone 3204

SPRINGFIELD
Fire and Marine Insurance Company

Springfield,

Massachusetts.



HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

LOUIS A. LaFRANCE

General

Contractor



OFFICE: 292 MAPLE STREET

Holyoke, Mass.

HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY

1873
1923

T. J. LYNCH

SHELDON'S

*Electrical
Contractor*

*Transfer and
Storage*

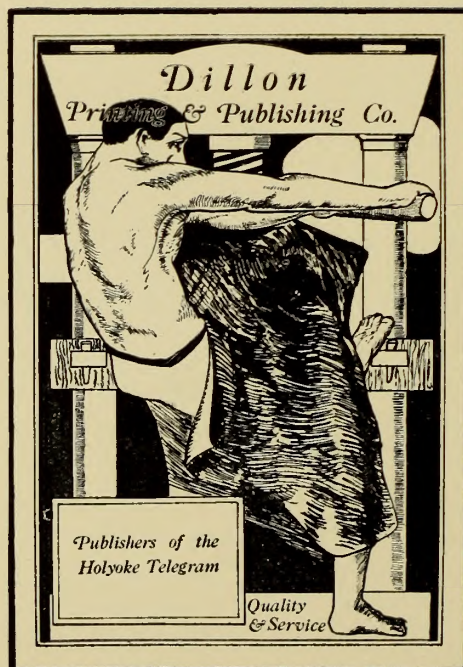
ESTABLISHED 1869

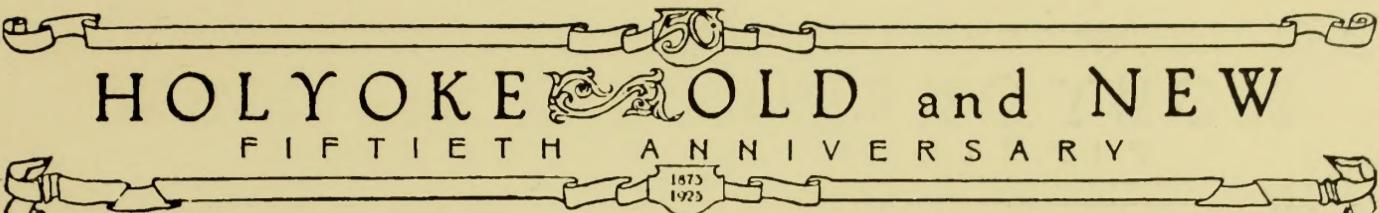
SUFFOLK ST.,

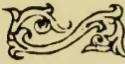
HOLYOKE, MASS.

MAIN ST.,

HOLYOKE, MASS.






HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

DANIEL O'CONNELL'S SONS

General Contractors

Main Office: 480 Hampden Street

Holyoke, Massachusetts



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

Holyoke Silk Hosiery Company

HOLYOKE, MASS.

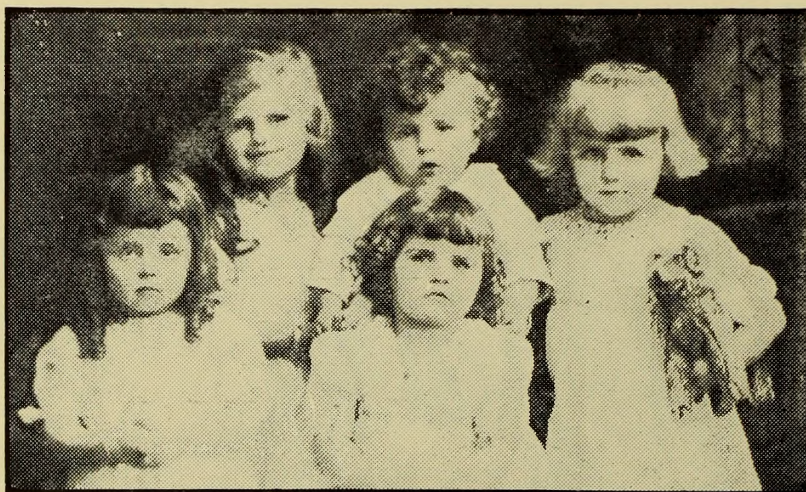
Manufacturers of

Ladies' Full Fashioned Silk
Hosiery of the Highest Grade

SOLD BY ALL EXCLUSIVE STORES

For the Best Pictures Go to

GIRARD STUDIOS "HOLYOKE'S POPULAR
PHOTOGRAPHERS"



OPEN SEVEN DAYS A WEEK

Portrait Photos

The home of natural photography. Under the personal supervision of Mr. E. A. Perk, for 20 years on Fifth Ave., New York.

Framing Dept.

We keep a large supply of up-to-date frames.

Commercial Photos

No contract too big or too hard for our expert.

Amateur Finishing

We are the largest amateur finishers to the trade in Western Massachusetts.

We are also the sole jobbers for the Ansco photo products in this part of the country.

Our copies, and enlargements cannot be beaten. All departments of the business are supervised by experts. We have the largest and best equipped photographic plant in Western Massachusetts.

THE GIRARD PHOTO COMPANY

319 MAIN ST., HOLYOKE

"THE HOME OF NATURAL PHOTOGRAPHY"

ALL WORK FULLY GUARANTEED

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

Skilling's Garage & Tire Station

Storage, Washing, Tire Repairing, Gas, Oil.

HOLYOKE-CORD TIRES
FIRESTONE - - TIRES

154 Elm Street,

Tel. 444.

Holyoke, Mass.

WE SERVE

Cowan Truck Company

Manufacturers of

Hand and Electric Trucks and Skid Platforms

Twelve years ago, there was developed in White & Wyckoff Manufacturing Company's Plant, a little lift truck to go under small platforms loaded with paper; pick them up; carry them wherever needed; and drop them (all without re-handling the paper).

Mr. White and Mr. Wyckoff saw the importance of this idea and organized the Cowan Truck Company for the development of the idea; and the manufacture and sale of the trucks.

Almost at once, industries recognized the potential possibilities of this Cowan Truck, if applied to their material handling problems.

The demand has become so universal, that now the Cowan Truck Company has more than 15,000 users and is known to every type of industry.

Five Reasons Why Every Holyoke Firm Should Use Cowan Equipment:

1. Cowan will save you money.
2. Cowan will cut out damage.
3. Cowan will make work easier for your workmen.
4. Cowan equipment is manufactured in Holyoke.
5. Cowan equipment carries the name "Holyoke" all over the world.

Phone us—we can help you reduce a cost which is greater this minute than you realize.

COWAN TRUCK COMPANY,

Phone — Holyoke 3820

J. M. Eaton, Mgr.

Largest manufacturers of complete Hand and Electric Industrial Truck Systems.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

ESTABLISHED 1890

OLDEST REPAIR SHOP IN CITY

*Have You Tried on a
Pair of Glove Grips?*

ARNOLD
GLOVE - GRIP SHOES

are different from any other shoes you ever wore!

Come to our store and try them on—with no obligation to purchase.

NAPOLEON BAIL

Dealers in Fine Shoes

154 HIGH ST.

COR. HAMPDEN

HOLYOKE, MASS.

Fifty years ago, the family laundry meant hard work and drudgery to the housewife. To-day, due to the progress made in modern laundries, the family washing means only a telephone call to a progressive laundry and the worry and drudgery is over.

**HIGHLAND LAUNDRY
COMPANY**

"Twixt the Cup and the Lip"

"Oft times many things fall out between the cup and the lip"

THESE words were written over three hundred years ago by Robert Greene, a contemporary of Shakespeare. Greene lived a dissolute life and wrote on his death-bed "A Groatworth of Wit Bought with a Million of Repentance." The words first quoted above have stuck in men's minds and we have a modern version—

*"There's many a slip
Twixt cup and lip."*

Almost—but not—to get a thing one has planned for, labored for, thought he was sure of, seemed to have in his grasp—that is the tragedy of life and endeavor.

Such things happen from a great variety of causes—some of which could not be foreseen, some of which are the fault of others. Sometimes they are the result of carelessness or ignorance on our own part. But they happen, and we lose what we had set our hearts on, and that's the tragedy. Occasionally the loss can be made good—only time and labor may be lost; but usually such losses, such failures "twixt cup and lip" affect us, our children and, ultimately, their children.

What is the most important thing in your life? If the Fates were to offer you just one wish, what would you wish for?

WOULD IT NOT BE THE WELFARE OF YOUR FAMILY?

What would be the great calamity that could befall you? Would it not be—

FAILURE IN DUTY TO YOUR FAMILY

Let the New York Life Insurance Co. take care of your future needs.

R. A. & S. P. DUNN

80 SUFFOLK ST.

*The Pheonix Lunch and
Bakery*

An Eating Place of Merit

596-600 Dwight Street

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

Judd Paper Co.

HOLYOKE, MASS.

Fringelin's Stationery
Shop

439 HIGH ST., HOLYOKE, MASS.

In August 1909 J. C. Fringelin purchased this store from J. Wisly after it had been partially destroyed by fire. With patience and continuous efforts the business was enlarged and better service given.

Today we offer to the people of Holyoke and vicinity one of the best assortment of Greeting Cards to be found in New England. The best grades of Holyoke made writing paper; a well selected stock of Waterman, Parker & Moore's Fountain Pens, Eversharp Pencils, Blank Books and Office Supplies. The best grades in Inks and Pencils, a very large supply of Dennison Goods, combined with Service Department Books, Games, Toys and Playing Cards. Many gift novelties and a large stock of framed pictures.

Since October 1912 we are conducting P. O. Station, No. 5. Get acquainted with us; We aim to please.

Franklin

Air Cooled

The Good MAXWELL Motor Cars The New Chalmers



All Makes of Used Cars

FRANKLIN HOLYOKE
CORPORATION

69 Lincoln Street

Holyoke, Mass.

Sales, 624—Telephones—Service, 409

Morning Noon and Night

USE

Holyoke Producers Dairy Co.

MILK and CREAM

PASTEURIZED and FILTERED

QUALITY and SERVICE

Telephone 912-M.

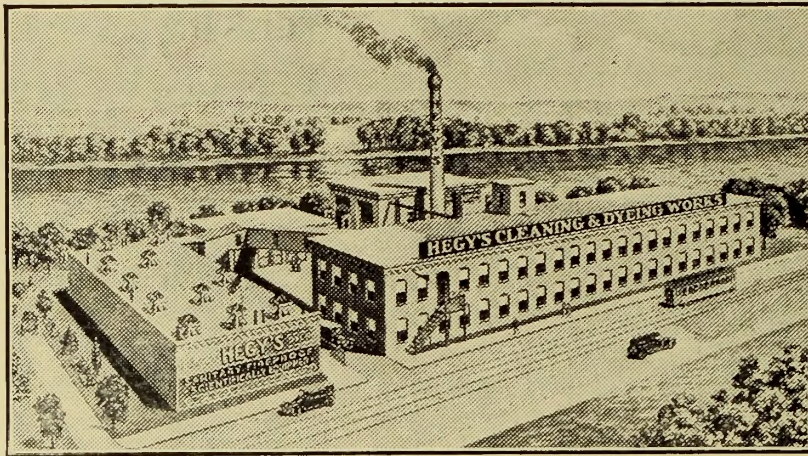
SLOGAN

"Your Milkman"

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



Established
1878

HEGY'S

Incorporated
1919

MASTER DYERS
And CLEANSERS

Works 920 Main St.

Store and Tailoring Dept.
527 Dwight St.

Phone 1555 Motor Delivery

This fine plant with its wonderful equipment, highly trained organization and national reputation, offers you the best *Cleansing* and *Dyeing* of Garments, of every description, Rugs, Carpets, Draperies, Household Furnishings, Upholstered Furniture and interior of closed cars. The service includes insurance on everything while in our possession without extra charge.

Holyoke's First Tire Repair and Service Station

Victor Menard, Inc.

FISK
PNEUMATIC
TIRES

TIRE SERVICE STATION
DISTRIBUTORS
8-10 DIVISION ST.

FIRESTONE
SOLID TRUCK
TIRES

ESTABLISHED 1902

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



Holyoke City Market

ONE of the most successful retail establishments in the city is the Holyoke City Market, operated by Joseph Eisenberg. The expansion and development of this company in the past few years, especially, has been phenomenal. About three years ago it was necessary to enlarge to meet growing demands and the store was extended another door along High Street, taking in an adjoining place of business. A delicatessen department of excellence was added. Within another year, the demands of trade increase, again required extension and the building was done over and a second floor and bakery added, so that the Holyoke City Market is now able to care for every food demand of the home, has complete stocks of fruit, vegetables, meats, canned goods, dairy products, groceries and bakery products and selling space and service that combines to make shopping easy and satisfying.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

1873
1923

THE PERFECT
SAFETY PAPER
COMPANY

MANUFACTURERS OF

SAFETY PAPERS

PADLOCK SAFETY PAPER
PHELPS PROTECTIVE PAPER
PERFECT SAFETY PAPER
PERFECT TICKET SAFETY
: : : : PAPER : : : :
COUPON PAPER, ETC., ETC.,

PADLOCK SAFETY
PAPER

Is chemically prepared in the pulp and also
chemically treated on the surface. This is
a unique combination of safeguards against
check-raising

PADLOCK SAFETY
PAPER

Is made in Holyoke, and is being used for
checks and drafts by those banks and other
corporations who want the best protection
against fraudulent alterations

Offices 102-104 Winter Street,
Holyoke, Mass.

HOLYOKE
SUPPLY
CO.

RACE STREET

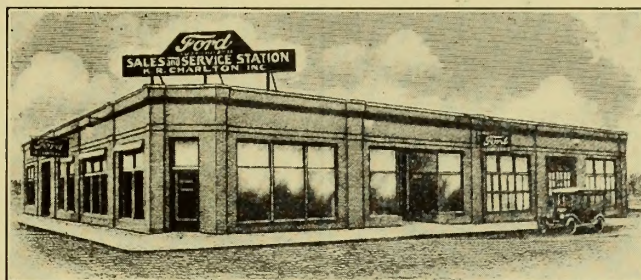
Steam, Gas, Plumbing,
:: and Mill Supplies ::

STEAM SPECIALTIES
Automatic Sprinkler System

M. J. Moriarty, President
Martin L. Cramer, Treasurer
John A. Tucker, Secretary

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



K. R. CHARLTON, INC.

LINCOLN *Ford* FORDSON

SUFFOLK STREET, at ELM

TELEPHONE 707

HOLYOKE

If You Like Our Service Buy your Car of Us.

GOLDSTEIN BROS. THEATERS

The history of the Goldstein Brothers Amusement Company in Holyoke is an excellent criterion of the development of modern amusement houses. Some years ago, Nathan and Samuel Goldstein started a novel place of amusement on High Street which was known as "Electric Vaudeville." It was the precursor of the modern motion picture and the first venture of this large circuit into the amusement field. The time was not ripe for the "movie", however, and that venture failed. The Goldstein Brothers, foreseeing with the instinct of the real showman that the future held great things for "Electric Vaudeville" were not discouraged by this first attempt and tried again and again, developing their business with the "infant industry" until today they own and control a score of theatres through New England, playing both vaudeville and motion pictures.

A desire to come back to the scene of their initial venture prompted the promotion here of the Victory Theatre Company and in 1919 ground for the magnificent new playhouse was broken. It was opened December 31st., of that year and Holyoke had the most modern vaudeville house in western New England. A year later, the Goldstein Brothers acquired a long term lease on the Strand Theatre, a newly constructed and beautifully appointed motion picture house, and shortly after leased the old Holyoke Opera House, bringing back to the city the great New York dramatic productions and well known stars, after years of absence from the footlights of Holyoke. Associated with the Goldstein Brothers is Charles Mackintosh, cotton manufacturer, of this city, and the bond issue of the Victory Theatre was subscribed by Holyoke people, making it a real community playhouse.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

Whiting & Cook, Inc.

MANUFACTURERS OF

HIGH-GRADE
STATIONERY

HOLYOKE, MASS.

Prentiss, Brooks & Co.

FLOUR, GRAIN, HAY,
and MASONS SUPPLIES



HOLYOKE, MASS.
Telephone No. 28-29

Collins Mfg. Co.

HOLYOKE DIVISION



MANUFACTURERS OF



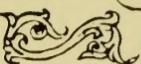
BOND, LEDGER
and
WRITING PAPERS

SUFFOLK BAKERY

23 Suffolk St.

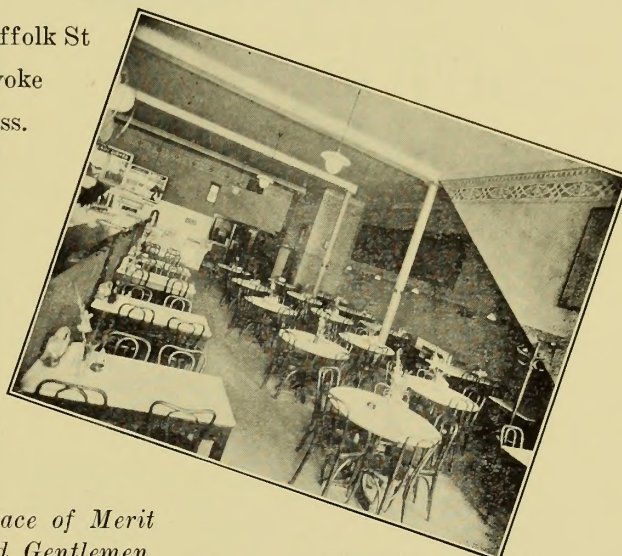
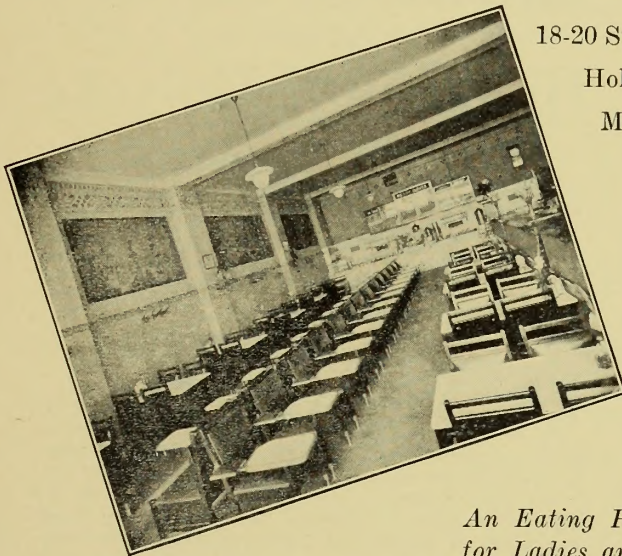


J. M. HEALY, Prop.

HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

THE FRANKLIN RESTAURANT

18-20 Suffolk St
Holyoke
Mass.



*An Eating Place of Merit
for Ladies and Gentlemen.*

E. G. WHITE, MANAGER.

HOLYOKE'S LEADING FURNITURE STORE

"STANDS BY" — TO

"Help Holyoke Honor Her History Makers"

FOR

THIRTY-FOUR YEARS

We've thrived under Holyoke's skies—furnishing homes of Holyoke as far back as the early
days of 1890—and NOW—once again

We Help Her Celebrate

McLEAN BROS., INC.

384 HIGH STREET

NEXT TO CITY NATIONAL BANK

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

DODGE BROTHERS MOTOR CARS



HALL MOTOR CAR Co.

1594 DWIGHT ST. TELEPHONE 3660

E. C. CLARKE & CO.

INSURANCE AGENCY

JAMES F. OWEN, PROPRIETOR

INSURANCE Of Every Description

REAL ESTATE LOANS NEGOTIATED
AUTOMOBILE INSURANCE OF ALL
KINDS

We are Local Agents for the AMERICAN SURETY COMPANY, of New York, the LEADING SURETY COMPANY OF AMERICA, and we can give you prompt service in all undertakings requiring bonds.

AGENCY ESTABLISHED 1880

Prompt Personal Service On All Losses

Offices: City National Bank Building
380 High Street Holyoke, Massachusetts

For The Greater Comfort of the Homes of Holyoke "Old and New"

THE comfort of the home is measured by the convenience it affords its occupants. In these days convenience in the home is to a great degree a matter of

ELECTRICAL SERVICE

The importance of good lighting; the attractiveness of artistic lighting fixtures; the satisfaction and pleasure derived from the use of the various small, but helpful electrical devices; the time, labor and money-saving contributions given by electric cleaners, washers and ironers—these are some of the things that lead Holyoke's comfort-seekers to

PRESTON & BISHOP, INC.

Electrical Dealers

237 Maple Street, Holyoke, Mass.

John T. Roy Company

NAP. D. BELLEFEUILLE, PROP.

Since 1884 (39 years ago) this store boasts of being the largest dealer in Sheet Music and study books. Our stock includes over 300,000 different classical, popular and teaching books.

Our Religious Goods Dept. is recognized to be the most complete in the city, comprising Rosaries, Prayer Books, Medals, Religious Statues, Crucifixes, Special Rosaries, etc.

Our Framing Dept. is in line with all the latest mouldings in Poly-Chromes, Antiques, Mahoganies, Circassians and our prices are the lowest and workmanship of the highest quality.

Our musical Dept. has built its reputation on carrying the highest quality instruments at the lowest possible prices—Ukeleles which are in every way and every day gaining more popularity. Our prices are at a ridiculously low figure, starting at one dollar and ninety five cents up to thirty five dollars.

We carry the Regal Record to sell at fifty cents and we have all the latest popular dance and vocal hits.

168 HIGH ST.

PHONE 3044

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

Hotel Nonotuck

FIREPROOF

European Roof Garden Cafeteria

A Most Desirable Stopping Place
for Business Men and Tourists.

DANCING

every evening except Sunday from
7.00 until midnight.

SPECIAL CONCERT EVERY
SUNDAY from 12:30 to 2:30 and
from 6:30 to 10:30 P. M.

THE SUMMIT OF
QUALITY AND SERVICE



AND
HOLYOKE FUR STORAGE

THE MORRIS PLAN COMPANY OF HOLYOKE



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FRANK B. TOWNE	Vice-President
FREDERICK S. WEBBER,	Treasurer and Clerk
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P. J. KANE & CO.

56 SUFFOLK ST.

Electrical and
Plumbing Contractors

1912 Found Us Doing Business at 14 Essex
Street.

The GROWTH of our business forced us to
larger quarters and the year 1915 found us
at 530 High St.

Like Holyoke our Fair City, we are still
growing.

*Honesty and Sound Business Methods, place
us as the House of Responsibility.*

P. J. KANE & CO.

56 SUFFOLK ST.

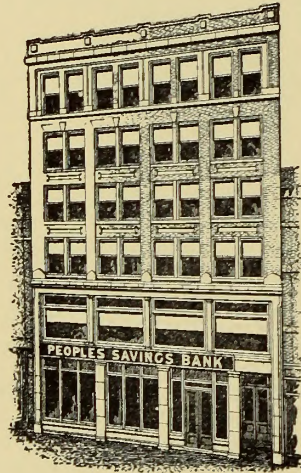
Electrical Contractors Plumbing

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

PEOPLES SAVINGS BANK

INCORPORATED 1885



314 HIGH STREET
Peoples Savings Bank Building
HOLYOKE, MASSACHUSETTS

A Safe Place for Savings

The small saver can find no safer custodian
than the Mutual Savings Bank



OFFICERS

President

H. J. Frink

Vice-Presidents

J. N. Hubbard J. K. Judd
C. H. Taber

Trustees

George P. B. Alderman	J. C. Hubbard
O. D. Allyn	J. N. Hubbard
W. A. Allyn	J. K. Judd
T. S. Childs	Philip M. Judd
A. D. Durocher	Wm. McCorkindale
H. J. Frink	J. A. Sullivan
L. M. Gaylord	C. H. Taber
L. G. Heinritz	C. F. Tilley
John Hildreth	

Treasurer

F. H. Chamberlain

Assistant Treasurer

George S. Nesbit

Clerk

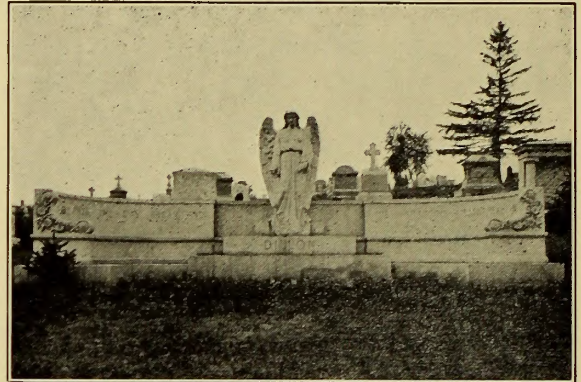
John Hildreth

1873 1923

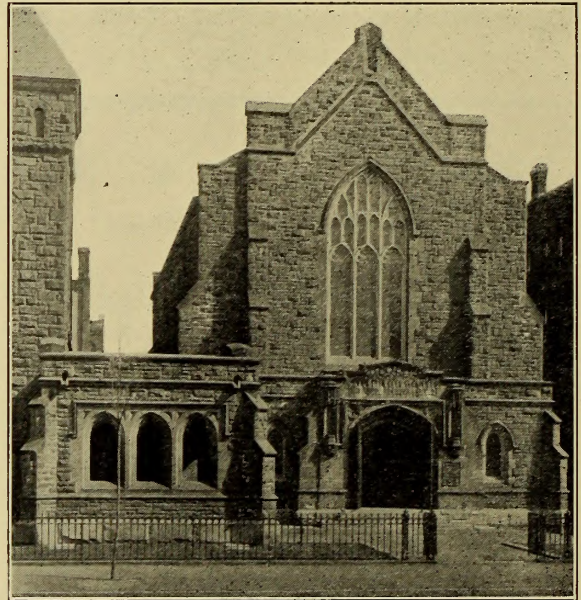
Fifty Years of
Continuous Growth
For Holyoke

1885 1923

Thirty-Five Years of
Continuous Growth
of Our Business



The accompanying photo shows the memorial erected
by us on the Dillon Lot in St. Jerome's Cemetery.
All orders received are executed at our plant here in
Holyoke. This has been our practice for many years
—and hundreds of others in Holyoke's cemeteries pro-
claim for the superiority of this Holyoke product.



The Skinner Memorial Chapel of the Second Congregational Church.—Maple St., corner of Appleton.
An architectural gem. All exterior and interior stone
furnished by us.
Our Building Stone Dept. has materially helped during
the greater part of Holyoke's fifty years of progress.
The majority of our public and private business have
been enriched by various kinds of natural stone.

DAVID McCORMICK & SON,

Established 1885.

APPLETON & WINTER STS.

HOLYOKE

Phone 2245

MASS.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

Whiting Paper Company

When You Think of Writing, Think of Whiting

Whiting's Fine Writing Papers

are the result of more than half a century of progress in the development of a line of fine papers. Always typifying all that is best in quality and style, they are universally recognized as standard. This prestige has been maintained through careful attention to those details which mark the difference between the good and the commonplace.



Whiting's Fine Writing Papers

include an extensive line of Ledgers, Bonds, Flat Writings, Linens and Bristol Boards, suitable for every commercial use. They are also made in Correspondence and Wedding Stationery, Papetries, Visiting Cards, Typewriter Papers and Tablets, which reflect quality, correctness and good taste.

New York

Philadelphia

Chicago

Boston

Mills at Holyoke, Mass.

YOERG TIRE & RUBBER CO.

YOERG'S 8-0-4 GARAGE

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UNITED STATES TIRE CO.

158 Chestnut St.

Holyoke, Mass.

TELEPHONE

8-0-4

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

The City Co-operative Bank



Incorporated July 1889

Daniel Proulx
President

Pierre Bonvouloir
Treasurer

S. J. Bonvouloir
Assistant Treasurer

This Bank Has For The Last Twelve Years
Paid Dividends At The Rate of 5%,
Compounded Quarterly.

380 High St.
City National Bank Building

F. E. MAXFIELD, Treasurer & General Manager
C. Irving Ware, Vice President & Supt.

INCORPORATED 1889

Holyoke Bar Company

MANUFACTURERS OF

Rag Cutter Knives Wood Working Knives
Wood Chipper Knives Of All Descriptions
Barker Knives Paper Trimming Knives
Cutter Knives For Revolving Cutters

Shear Blades and all Kinds of Machine
Knives

PAPER MILL ENGINE BARS

Patented Double Welded Steel In-Laid Bars
Solid Steel Bars Bed Plates Steel Laid Bars
All Ordinary Styles

Also Patented Triple Angle and Double Angle Bed
Plates

HOLYOKE, MASSACHUSETTS



American Braiding Company

MANUFACTURERS OF

Lacings, Cords and Braids

Race and Appleton Sts.
HOLYOKE, MASSACHUSETTS

President, B. Feinstein
Secretary and Treasurer, Monte A. Feinstein

ORGANIZED 1918

Holyoke Auto Metal and Repair Shop

We repair all kinds of Smashed and Leaky Radiators

Body Repairing With A Guarantee

We make to order and repair Lamps, Hoods,
Fenders, Wind Shields, Gasoline Tanks

We call for and deliver all work on a cash basis

WM. A. FLITTNER, Prop.

WE AIM TO PLEASE

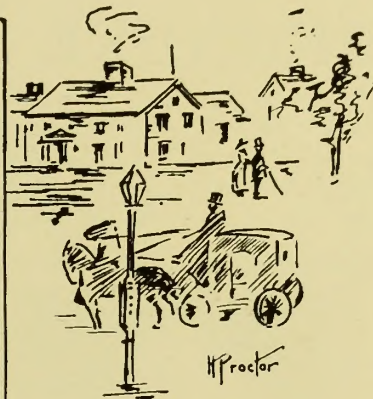
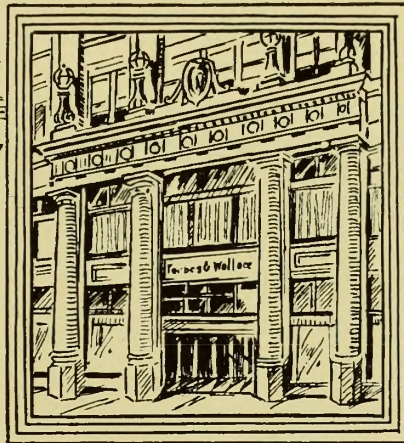
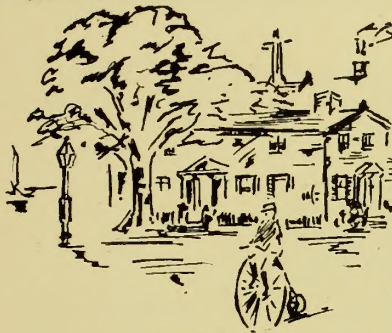
110 Front Street, Holyoke, Mass.

PHONE 640

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



*As one of the
Greatest Institutions of
Western New England*

Forbes & Wallace take exceptional pleasure in a word of congratulation to The City of Holyoke

On the occasion which commemorates the fiftieth anniversary of her incorporation as a city. Looking backward to the year 1874, when the original little red brick store of Forbes & Wallace first opened its doors, and looking forward to our own fiftieth anniversary early in 1924, we find we have much to share through the years in the spirit and progress of the section of New England in which we are neighbors.

*We Greet You
City and Citizens of Holyoke*

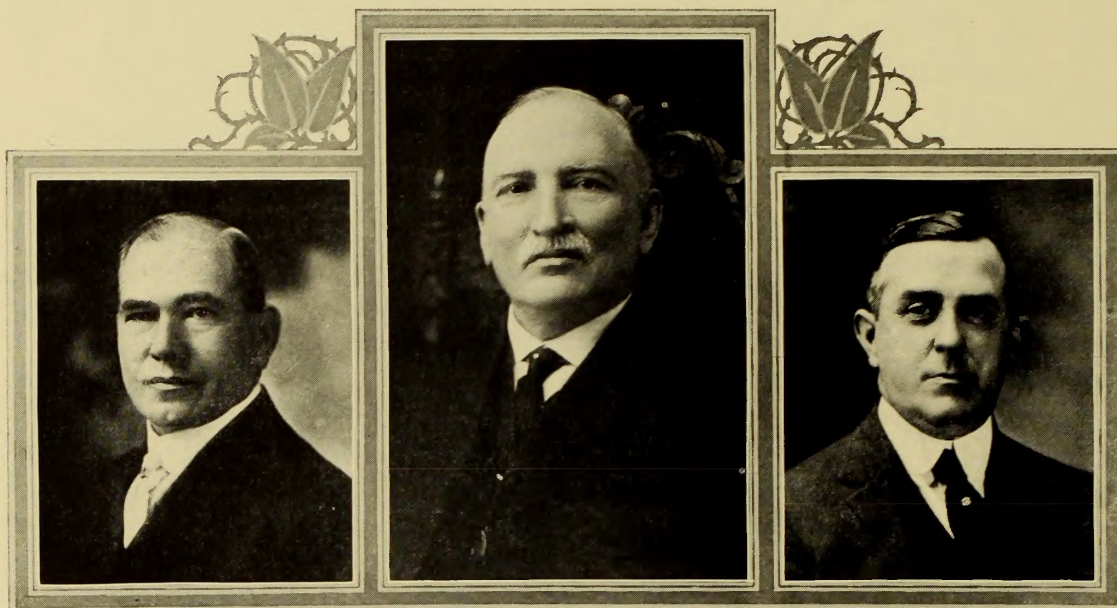
with a deep and sincere wish that your proud spirit and able energy will carry you nobly to your greatest ambition of prosperity and achievement.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

HOLYOKE WATER DEPARTMENT



COMMISSIONERS (LEFT TO RIGHT)—HUGH McLEAN, TREASURER; THOMAS J. CARMODY, CHAIRMAN; JAMES H. DILLON, VICE-CHAIRMAN.

Holyoke is this year celebrating her fiftieth anniversary as a city and is receiving the praise and the glory which she deserves. One particular branch of the municipal activities of which we are justly proud is her magnificent water works system which furnishes an abundant supply of pure and wholesome water to ninety-nine per cent of her inhabitants.

Coincident with the celebration of the semi-centennial of the city is the fact that the Water Department is also having its fiftieth birthday as water was first turned into the mains on August 6, 1873.

At the beginning the Ashley Reservoir alone was sufficient to provide for all demands; the Whiting Street, Manhan, High Service and White Reservoirs being later constructed as necessity required until now there is a storage capacity in all the reservoirs of about three billion gallons.

The total drainage area of land surfaces contributing to the reservoirs is 17.52 square miles and the area of water surfaces of all the reservoirs is 93/100 of a square mile.

All the land immediately surrounding the reservoirs and a large part of the drainage area, amounting to about 3,500 acres, has been purchased and is held by the department to preserve the purity of the supply.

A policy of reforestation has been adopted and several hundred thousand pine and spruce trees have been planted. The underbrush has been cut away and roadways constructed so that the reservoirs and surroundings present the appearance of a series of parks which are open to citizens of Holyoke and used by them for pleasure driving.

The Whiting Street Reservoir, with its picturesque setting, hemmed in by green trees, nestled at the foot of stately Mount Tom, has often been compared with the renowned lakes of Switzerland.

From a village of ten thousand inhabitants fifty years ago Holyoke has grown to be a city of over sixty five thousand to-day with its greatest rate of growth in the earlier years. So great was the rate of growth between 1880 and 1890 that although a new 16-inch Main had been laid from the Whiting Street



HOLYOKE OLD and NEW

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Reservoir in 1884 a new additional 16-inch Main was required to be laid in 1886. The capacity of these main feeders was sufficient until the year 1900 when a 24-inch Main was laid from Ashley Reservoir to the corner of Maple and Dwight Streets.

The continued growth of the city together with the large increase in the quantity of water used for industrial purposes requires now that another main feeder be laid from the reservoirs and the Department is this year laying a 24-inch Main from Ashley Reservoir to Hitchcock Street.

When the High Service Reservoir was put in operation in 1906 the Distribution System was divided into the High Service and Low Service Districts thereby furnishing satisfactory pressure to the higher sections of the city in Elmwood and the Highlands.

The Distribution Mains of the Gridiron System are of good size and well arranged and the average pressure throughout the city is 79 lbs. The reservoirs, supply and distribution mains, hydrants and other appurtenances of the Department are so satisfactory to the Insurance Underwriters that it is given as one of the principal reasons why Holyoke ranks with few cities in the State having the lowest rates for insurance.

In the early days of the Department the charges for water averaged about the same as the rates in other cities and towns in this vicinity but in recent years they have been greatly reduced, so that now Holyoke has the lowest water rates in the State and lower rates can be found in only a few places in the whole of the country.

The Department is managed by an unpaid Commission of three members, one of whom is elected by the Board of Aldermen each year for a term of three years. In the past fifty years twenty three citizens have served as members of the Board of Water Commissioners, and their tenure of office has ranged from one to six terms. The average length of service on the Board for each member elected is over seven years.

The total cost of the water works to date is \$1,996,000 and the system could probably not be duplicated for less than three and one half million dollars. The net debt at the present time is about \$183,000 which is only 9% of its total cost. This small debt is one of the main reasons why The Holyoke Water Department is able to sell water at such low rates, because, while it has always kept in advance of the needs of its consumers, it is not staggering under the burden of debt contracted for unwise developments as so often happens.

The water supply of Holyoke is now a model one. There is an abundance of pure, wholesome water for all the needs of the present, and plans have been definitely made to met the requirements of the future.

Skillful handling of the department's finances have made it practically free from debt. While Nature has been kind to the Water Department in providing such excellent sources of supply, so conveniently located, yet it should generally be admitted that it stands today a lasting monument to the wisdom, energy, integrity and skill of those who have had it in charge.

MEMBERS OF THE BOARD OF WATERS COMMISSIONERS AND OFFICERS OF THE HOLYOKE WORKS FROM THE COMMENCEMENT

WATER COMMISSIONERS FOR THE CONSTRUCTION OF THE WORKS

W. B. C. Pearsons, John Delaney, John E. Chase, Dennis Higgins, Joel Russell, L. P. Bosworth.

WATER COMMISSIONERS ELECTED BY CITY GOVERNMENT

J. P. Buckland, 1874 to 1877; Dennis Higgins, 1874 to 1876; James G. Smith, 1874 to 1878; Jeremiah A. Sullivan, 1876 to 1891; James F. Allyn, 1877 to 1886; C. H. Heywood, 1878 to 1880; Timothy Merrick, 1881 to 1887; Maurice Lynch, 1886 to 1892; and 1901 to 1902; Moses Newton 1887 to 1893; James J. Curran, 1891 to 1896; Martin P. Conway, 1892 to 1898;

Charles D. Colson, 1893 to 1900; John J. Sullivan, 1896 to 1905; Thomas F. Greaney, 1898 to 1901; Joseph A. Skinner, 1900 to 1903; Arthur M. French, 1902 to 1907; Michael J. Doyle, 1905 to 1911; Jesse E. Sheldon, 1909 to 1918; Thomas J. Lynch, 1911 to 1914; Joseph F. Ranger, 1916 to 1919; Hugh McLean, 1903 to 1909 and 1914 to date; Thomas J. Carmody, 1907 to 1916 and 1919 to date; James H. Dillon 1918 to date.

OFFICERS OF THE HOLYOKE WATER WORKS

SUPERINTENDENTS

MOSES STEVENS

JOHN D. HARDY

JOHN J. KIRKPATRICK

PATRICK GEAR

ENGINEERS

SHEDD AND SAWYER

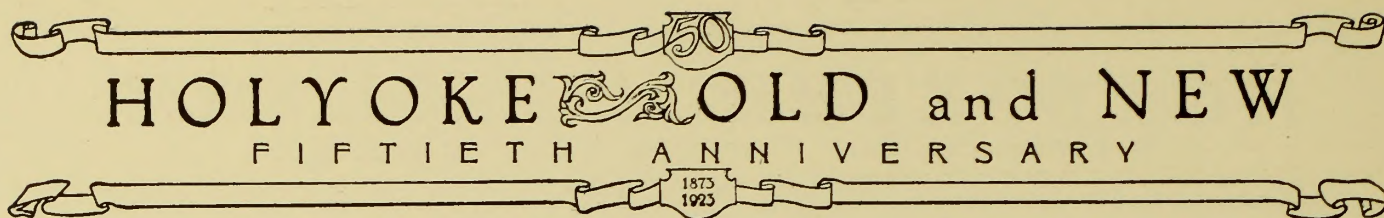
E. C. DAVIS

E. A. ELLSWORTH

JAMES L. TIGHE

PATRICK J. LUCEY





The Farr Alpaca Company

HOLYOKE'S largest industry, the Farr Alpaca Company, came into existence in 1873—the same year that the city was incorporated, and so the two organizations, which for half a century have meant so much to each other, celebrate their Golden Anniversary together.

While the Farr Alpaca produces about 70 miles of lining and dress goods each day, employs several thousand people and pays the highest wages of any textile factory in the world, any adequate conception of it must view it as an institution rather than a mere mill. From a textile standpoint it gained distinction early. When but two years old (1875), it was awarded first prize in competition against exhibitors from all parts of the world for the finest goods in its line at the Centennial Exposition. Incidentally it is worthy of mention that the judge was a Bradford, England, man, and his city was, and is yet, the home of the Farr's most active competition.

The fifty years just passed has been a period of continued and rapid growth of the concern. It has been expanding all the time. This year it is completing a 75,000 spindle cotton plant, which is two or three times the size of the ordinary new cotton mill, and is also replacing its power plant at a cost of a million dollars. The Farr Alpaca can hardly be described in statistics for there is a spirit of accomplishment and of human interest interwoven with all its affairs that cannot fail to grip and hold the attention of an observer, even though he may be a mere casual one.

It has often been said that the history of the Farr Alpaca Company reads like a romance. The reason is that from the beginning, the owners have aimed to give everyone connected with them all the opportunity the business could stand. Everyone so connected has caught the same spirit and in turn has done his or her best to make the Farr the great success it has been.

This policy was part of the original plans of Herbert M. Farr and Joseph Metcalf as they talked over the advisability of removing Mr. Farr's small factory from Hespeler, Ontario, to some live American town and expanding. It was the good fortune of Holyoke that the Farr came here and vice versa. Mutuality in all dealings has, in fact, been the great secret of the concern's progress.

All of the original officers of the company who met and held the first election, in what is now the Hotel Hamilton on November 3, 1873, have passed away, but the policies formulated at that time were so intrinsically sound that there has never been any deviation from them, except as added emphasis has made them stand out more prominently.

Joseph Metcalf lived to see many of his theories, far in advance of his generation, prove true. His outstanding idea was that the one who contributed capital to an industry and the one who contributed labor and effort to the same enterprise had a like financial interest in the earnings. Such a proposition was almost revolutionary fifty years ago but Joseph Metcalf finally put it in practical operation

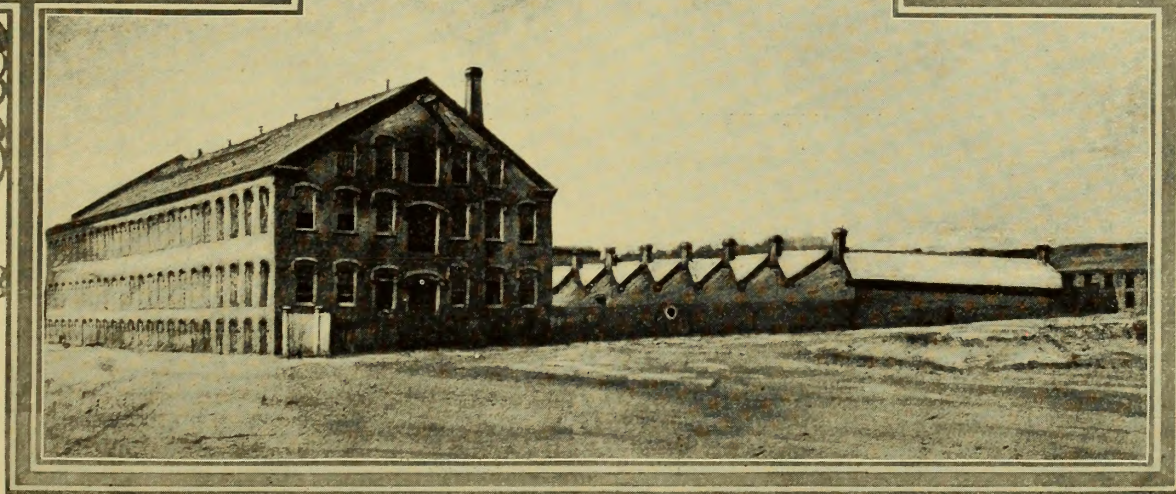
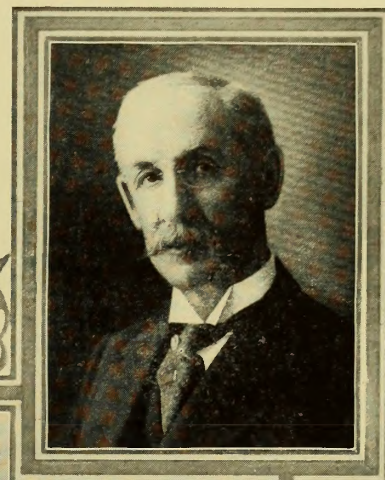
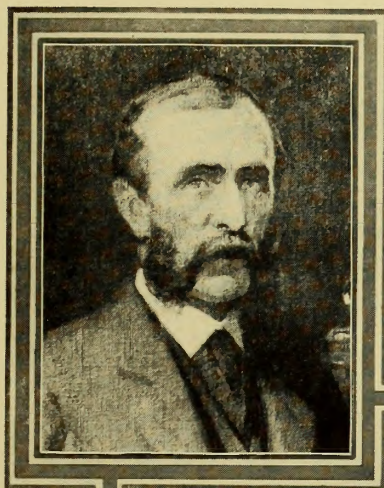


50
HOLYOKE OLD and NEW
FIFTIETH ANNIVERSARY
1873 1923

THE FOUNDERS OF THE FARR ALPACA COMPANY

HERBERT M. FARR

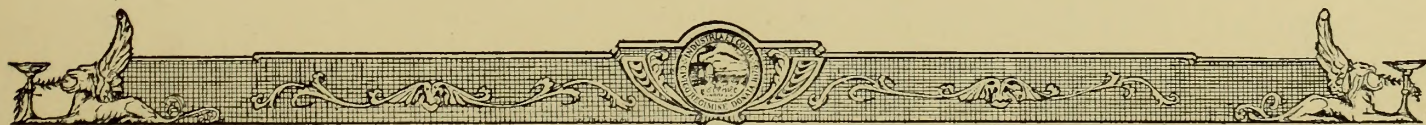
JOSEPH METCALF



THE FIRST MILL OF THE FARR ALPACA COMPANY

with such success that the workers on January 27, 1915, wrote him as follows: "The employees of the company believe this is one of the most important steps which has ever been taken in this country to solve the relations between capital and labor." That

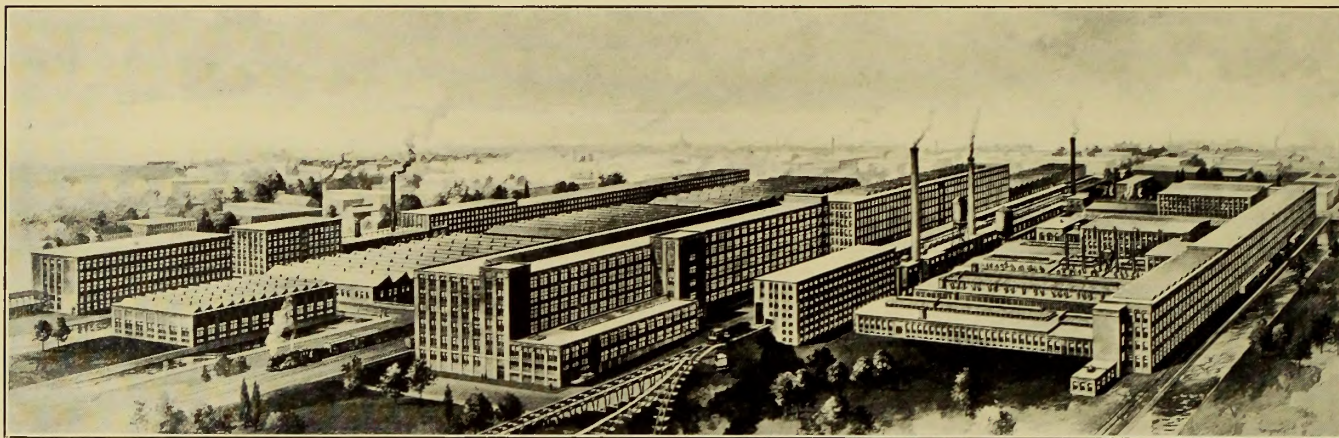
letter was written after a year's trial and adopted at a formal meeting of the workers. The plan has always been continued and is so simple that it may be explained in a moment—a man who contributes a hundred dollars in labor has aided the firm to the



HOLYOKE OLD and NEW

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A COMPOSITE PICTURE OF THE MILLS OF THE FARR ALPACA COMPANY

same extent as has the one who has put in one hundred dollars in capital and, so, is entitled to a dividend at the same rate.

The second generation of Farr Alpaca managers has not been content to simply keep up the innovations of its predecessors who have passed on. They have applied similar principles to new situations which the advance of the times have brought about.

No detail is too small to be overlooked. In the new mill just being outfitted even the color of paint for the machines is selected after a careful study of what shade will best give the operator correct light and least eye strain. It is little wonder that it has gained the reputation of being one of the best concerns in the country for a worker to be associated with.

"We have the finest group of working people in the country right here at the Farr," said Frank H. Metcalf, General Manager and Treasurer, when the auditorium which the company has provided for recreational purposes was opened up with a great family party of all the executives, employees and their fam-

ilies.. The mutual regard is striking.

It is the most natural thing that 4000 people making 750 kinds of cloth, with some times as high as 100 shades in each kind, and using 142 different processes in the making represent a great variety of tastes, inclinations and abilities, which has developed into a social structure centered about the industry in which all in common gain a livelihood. Common needs could not fail to arise among such a large mass of people.

Careful study of the conditions has been made to see where the greatest amount of encouragement could be given to this social feeling. Whenever a practical means of gaining a common advantage has been found it has been placed in operation regardless of the expense.

The greatest source of loss to the wage worker is ill health. This is a matter in which prevention is the most practical factor. Most of the serious sickness arises from neglect of simple ailments which if treated in time are generally curable and leave no serious results. For this reason the Farr Alpaca



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has established its dispensary work with a physician, a dentist, a number of nurses and a thoroughly equipped hospital so that any employee can secure prompt medical aid at any moment during the hours of employment.

One of the largest insurance companies in the country was asked to plan the Farr hospital arrangements and given a free hand to put in every feature which their experience with sickness and accident cases would dictate. The only restriction, if it be a restriction, placed on the installation was that the outfit must be a model and so complete that no detail would be found lacking.

The arrangements here exceed in completeness that of any industrial plant in the Eastern States. As a matter of fact, only one other plant in the United States can match it.

As the mills are separated on different streets two hospitals were provided instead of one. Each was made complete with waiting room, operating and examination rooms, doctor's office, nurses' office, dentist's office with full equipment and its own waiting room, and all the smaller rooms fitted with all the equipment which a high grade hospital would have.

A visiting nurse is also employed to call upon employees in their homes and recommend medical attention when necessary. By this system the period of disability is greatly reduced.

The treatment in these offices is not confined to emergency but to general prevention of sickness and the avoidance of the spread of contagion. A special interest is taking in fighting tuberculosis from the inception of the trouble.

What is good enough for the directors of the company is good enough for the operatives in the mills, so when a school was first organized for the benefit of any of the employees who were handicapped

by a poor knowledge of the English language the directors' room was used for the purpose.

For the purely social side of life, the employees have a meeting place provided in the auditorium capable of seating an audience of 2000. It has a stage with extremely effective scenery for dramatics. Basketball is a favorite winter pastime with the Alpaca people and the auditorium floor has seen some of the best games ever played in the city. There has also been a great variety of entertainments put on by the mill talent. Everything has been of the highest grade. Of course, the auditorium floor is used for dancing and used often.

It is always the employees of the Farr Alpaca who conduct these affairs. The word employee means everyone from the president to the yard hands. There is no social distinction or patronizing of anyone or of any group.

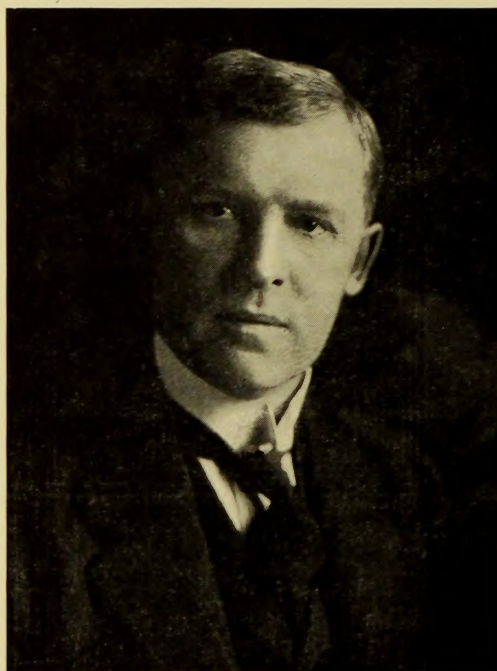
While all the expenses of fitting up and maintaining the building are met by the company, the actual charge of the structure is in the hands of the Falco Athletic Association which has one director from each department in the mills. These directors elect an executive committee of five who have the responsibility of seeing that all get every proper opportunity to use and enjoy the auditorium for entertainments planned by any group of the employees. One night perhaps the weavers may have a dance, the next night the girls will play basketball, while a concert is held another evening by the spinners. An excellent band has been developed from the musical talent among the Farr people.

Athletic sports are encouraged and the company maintains a splendid out-of-door field for the events. This gives their organization an advantage which no other plant in the city enjoys, but there has been no selfishness about the field and others have often been given opportunity to make use of it.

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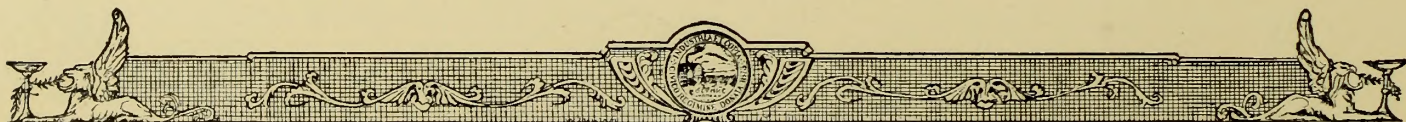
FRANK H. METCALF
Treasurer & General Manager

A rest room and community house, fitted out equally as well as many clubs, is open each day from eight o'clock in the morning until ten o'clock at night for all employed at the plant.

Joseph Lofthouse of Greystone, R. I., an expert on general textile conditions recently wrote as follows: "This company (The Farr Alpaca) has done more for the city of Holyoke than any other firm in many ways. Its wage rate is the highest in the world. Its general treatment of its help has been exceptionally good, and its interest in the welfare of its three thousand employees is one of the best. I

have yet to hear of a single complaint of ill-treatment of any textile worker in this great plant." This concise opinion from an expert tells a great story in a few words.

The Farr Alpaca Company has an authorized capital of \$14,400,000. Its officers are E. W. Chapin, president; Edward P. Bagg, vice-president; Edward J. Meacham, clerk; Frank H. Metcalf, treasurer; Addison L. Green, assistant treasurer; Howard F. Metcalf, agent. Directors: Edward W. Chapin, Edward P. Bagg, Frank H. Metcalf, Addison L. Green, Henry C. Martin, Joseph A. Skinner and Dr. Frank A. Woods.

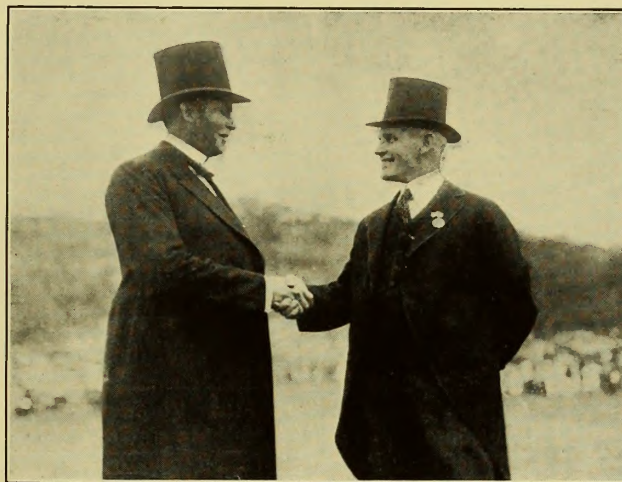


HOLYOKE OLD and NEW

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INTRODUCTION TO CHRONOLOGICAL HISTORY



MAYOR CRONIN (RIGHT) AND GEORGE F. PEARSONS,
SON OF HOLYOKE'S FIRST MAYOR.

Holyoke, the busy industrial city of today, is the result of natural facilities combined with far-sighted plans originated by its founders. Probably this could be said of many American cities, but at the same time it is not altogether the expression of a generality.

The Connecticut River has played an important part in the development of Holyoke, even before the white man came here. The Indians had for untold generations taken advantage of the unique location where the "Great Falls" made quantity fishing an easy matter and the meadows, kept treeless by the annual rise of the river, offered fertile soil and sunshine to grow the crops of maize. It was nothing less than the Indians' invitation to share these advantage that brought the first white visitors from the Massachusetts Bay Colony.

From the day they arrived the modern history of Holyoke began to be written. It has all been woven about the river. Gradually the interests of the community have entirely changed. At least four distinct periods in development, each stage to a certain extent overlapping the other, have passed. The fishing settlement, the farming community, the mill village and the busy city have each followed in line.

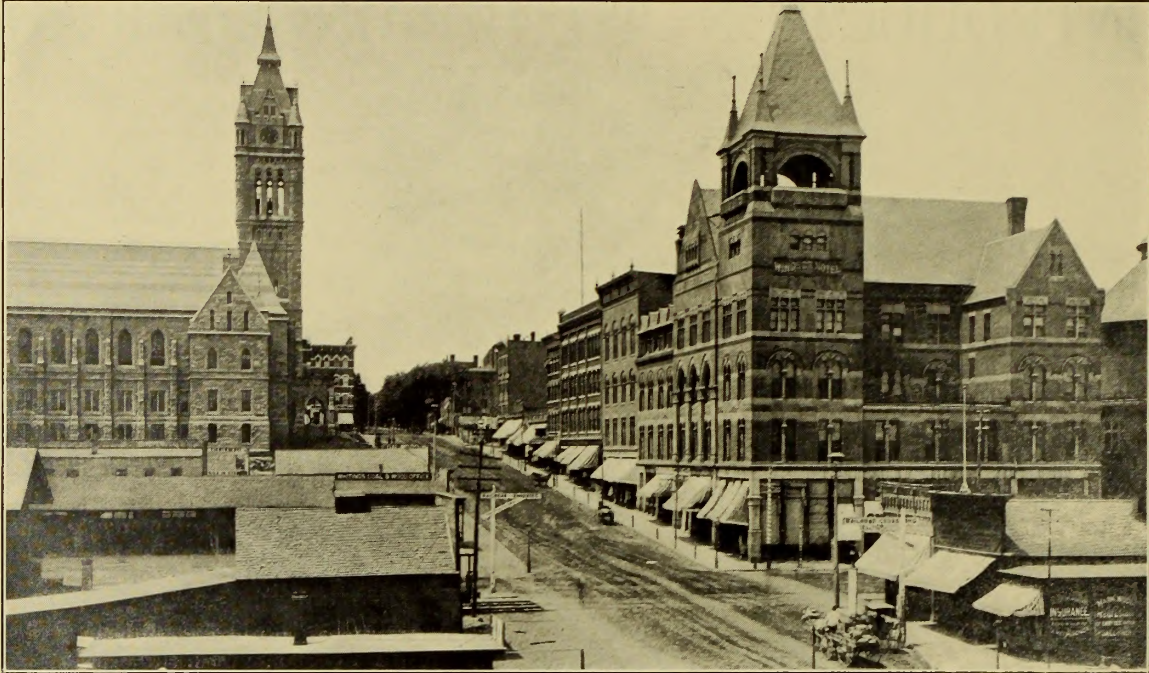
A work of this scope cannot go into the details of such vast changes. Even the public records fail to reveal anything like a true picture of the life of an era gone by. The writing merely notes the result of formal action of the mass of the early community but the individual habits, hopes and fears, loves and hates, ambitions and despairs, of the men and women who toiled and builded for the generation of today can only be brought back in the imagination. Their conditions of life seem hard and comfortless to us but that cannot in the least diminish the enjoyment of those who found the past satisfactory. It should, however, make us more appreciative of the heritage those who went before handed down as a result of their labors.

Changes once made can never be undone. This natural principle is as fixed in conditions of life as it is in material objects, but it often requires expensive experiments to prove it. There was an example of this after the City of Holyoke was incorporated and many thought all that was necessary to still have the primitive fishing village exist besides the modern mills was to have a "fish way" in the dam. The state expended many thousands of dollars in the construction. The dedication of the way was a most formal

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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DWIGHT STREET AS OF OLD SHOWING WINDSOR HALL IN FOREGROUND.

affair. But the fish failed to come. A past era and the present cannot mix. They may overlap for a time which is marked by fierce opposition to the new in most cases.

Far seeing pioneers often fail to reap the reward of their foresight, and their own day is quite apt to use force, or at least force of law, to prevent innovations. Holyoke has its enecdotes of this kind and some seem almost beyond belief now. The first man to actually believe in the industrial future of the city served a long term of imprisonment for obstructing the river to the damage of the fisheries by building a dam.

The rapid changes made in the development of the American States staggers comprehension when the short time in which it has been accomplished is considered.

Holyoke's steady growth is not apparently unique until the fact is brought to mind that hundreds of New England Communities, once prosperous and promising, have faded away before the march of time.

As the early natural advantages failed to longer serve new needs no way of fitting them to conditions unforeseen were found.

The period following the Civil War made a great change in New England. Transportation facilities became the key to future progress. Many communities possessing excellent water powers saw their industries close and move to points more convenient to the world market. Not so with Holyoke, for that period was one of growth and prosperity for her. It was the time when the country village became the city. The reason was in no small part its location, convenient for getting in touch with markets for both supply and distribution.

The bold plan of the Hadley Falls Company which included buying 1100 acres of land where the city now stands, building a dam and locating the canal system, a work begun in 1848, has been an influence too great to be calculated. Probably no locality in this country had seen a scheme to build a city involving so much engineering and far reach-

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ing possibilities undertaken. It worked out to almost perfection from the standpoint of the community for it produced the compact city, provided it with the sinews of industry and so knit together the varied interests that the whole could act almost as a unit when occasion required. At the same time it left all free and independent while following natural inclinations in intellectual and spiritual undertakings, which have built up a great number of institutions to serve the general needs.

It is fitting to recall these former times but any detail about them must be left to the specialist—that man in the community whose hobby is collecting data regarding the past of institutions he is interested in. Every locality has its scholars of this kind, learned in the lore of that community—Holyoke has several such persons who have done their work with painstaking care.

Holyoke of today, the city producing a large share of the world's fine writing paper, various fabrics,

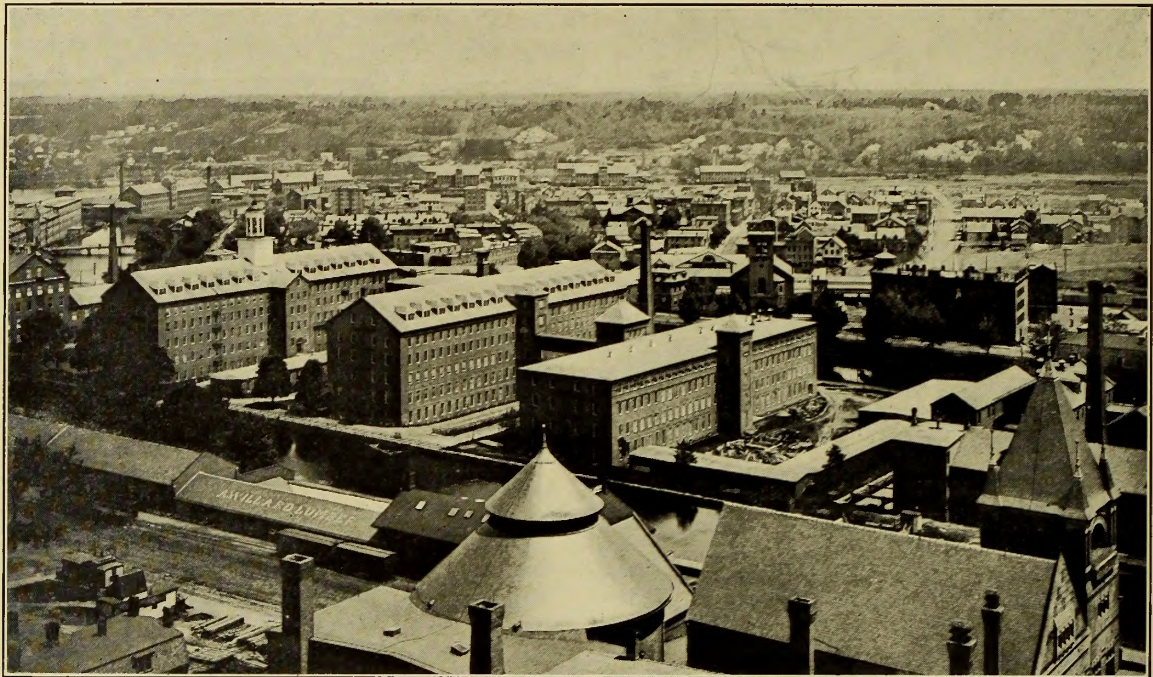


DWIGHT STREET OF 1923—LOOKING WEST.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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LOOKING NORTHEAST FROM CITY HALL TOWER IN THE OLD DAYS.

machinery and hundreds of articles used in everyday life, is the principal consideration of a work of this kind. The various manufacturers and dealers in every kind of commodities can tell their own story better than any author for they know their subject better. A large part of this work is devoted to narratives of this kind. Call them advertisements if you will and no objection will be made. They do seek

to sell goods as the story is told but that is very proper—for they intend Holyoke shall continue to grow and to do that it must seek new markets and further develop old ones. Nothing in literature embodies such an amount of life as a well written advertisement—it deals with facts only, displays ambitions and aims to connect the material interests of the author and reader.



HOLYOKE OLD and NEW

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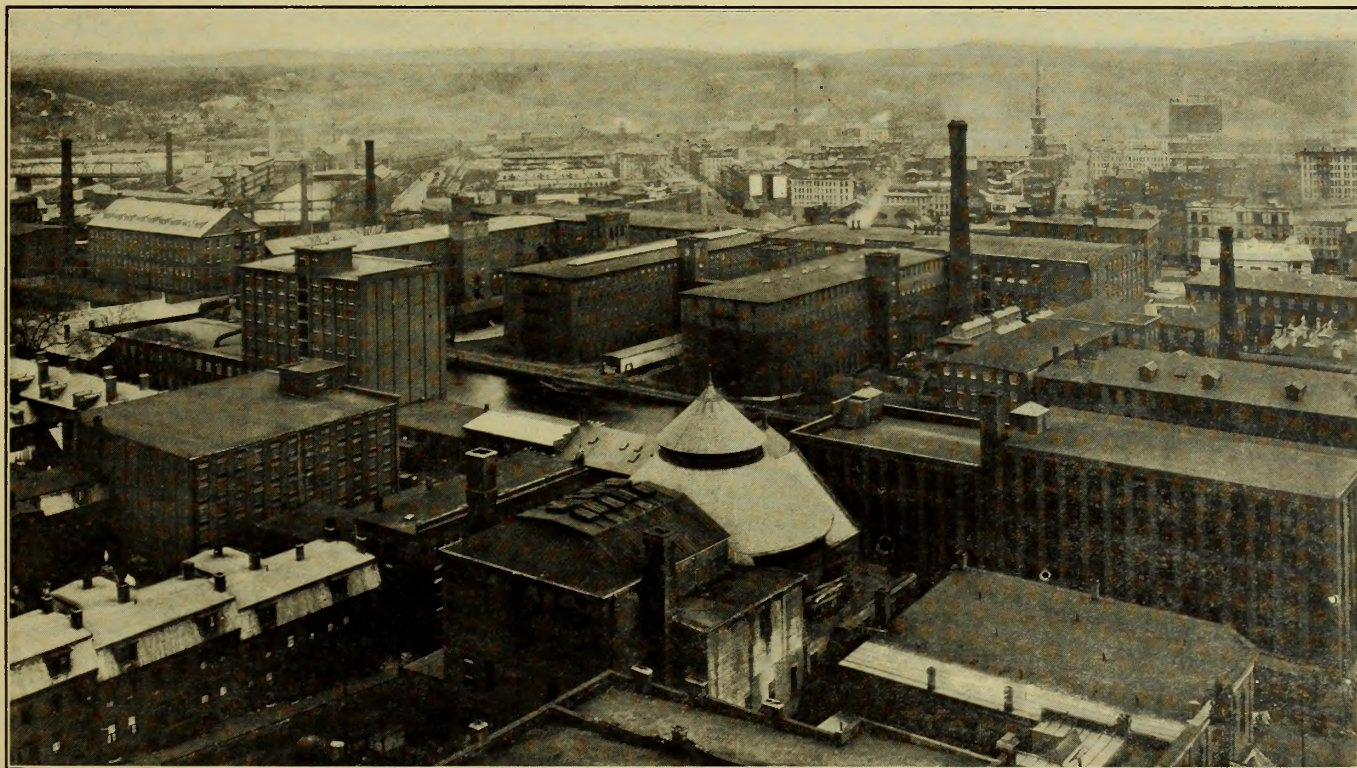
CHRONOLOGICAL HISTORY

Nestling 'neath the sheltering shoulder of the Mt. Tom Range, in a fertile valley through which courses the Connecticut River, lies the picturesque city of Holyoke, "The Hub of the Paper Industry." Situated on the west bank of the river with its tremendous water power, Holyoke has utilized this natural resource to rise from a practically unknown town to the premier paper city and a marvel of the industrial world, within the short span of seventy-three years.

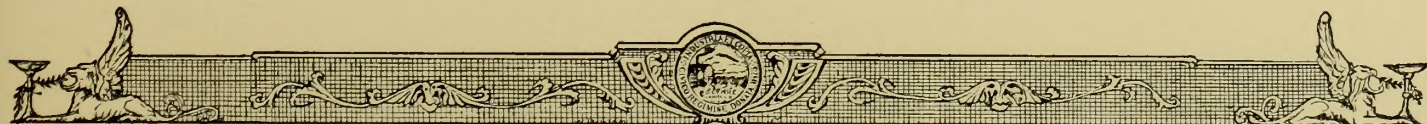
Looking backward through the years, previous to 1850 when Holyoke became a town, few of the incidents which add color to a historical review, are to be gleaned. The retrospective glance of the delver of far years reaches to the portal, slightly ajar, of the tomb of early history. By peering closely through the aperture, it is possible to pierce the heavy veil

of obscurity and perceive, not the colorful or romantic life which we would associate with these early years, but rather the rugged, plodding life of the hardy pioneer who went dogmatically about his work of laying the foundation for the Holyoke of today, the while he was harrassed from ambush by the red-skin. Crafts Tavern, formerly Miller's Inn, on Northampton Street, which served as the post office for Ireland Parish in the settlement days is the sole landmark and was recently purchased by the city to be preserved as a museum.

The story of Holyoke lies in its industrial developments, its engineering successes starting with the imprisoning of the power of the Connecticut to pave the way for the industries which have carried the name of Holyoke to all parts of the world. While Holyoke is widely heralded as "the Paper City," it



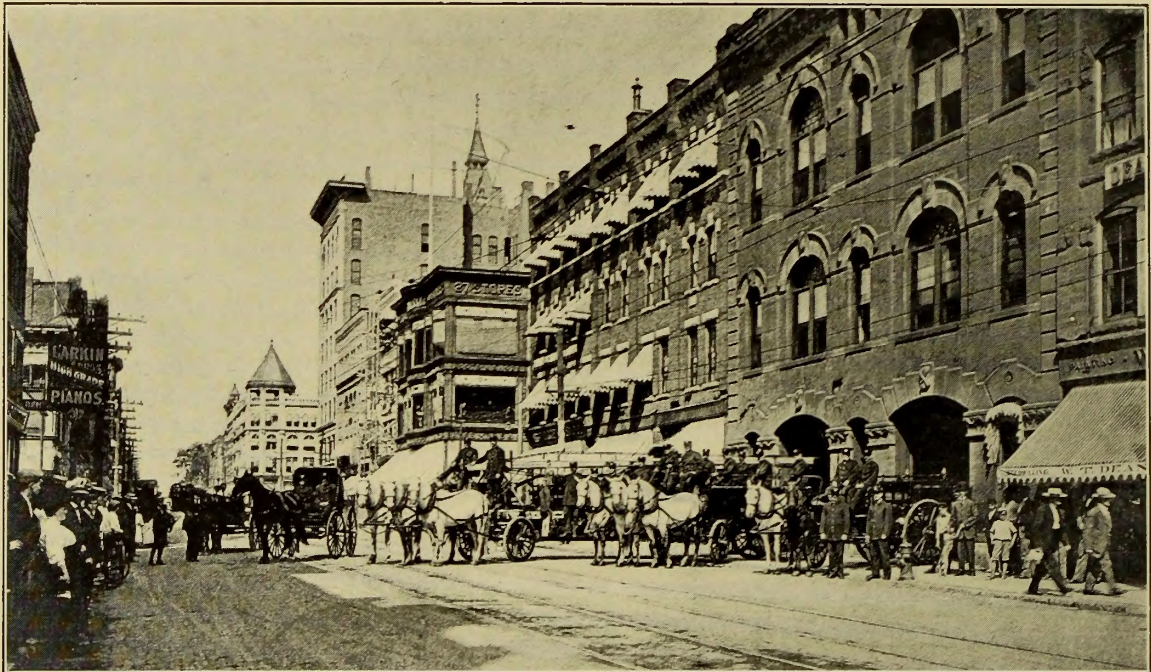
LOOKING NORTHEAST FROM CITY HALL TOWER IN 1923.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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HIGH STREET, SHOWING OLD CENTRAL ENGINE HOUSE AND HORSE-DRAWN FIRE APPARATUS.

also harbors the largest silk mills and alpaca mills in America and its textile industries are rated second to few in the country.

While the Industrial advance has been ultra-rapid, municipal progress has kept pace and has been characterized by the erection of the steam railroad from this city to Westfield and the application of the principle of municipal ownership of various enterprises such as the Holyoke Gas and Electric Company.

Education in Holyoke has always been of a high standard since the founding of "Baptist Academy" in 1808 in Baptist Village (Elmwood) to the present day system which with its almost unlimited facilities is rated as one of the best in New England.

Holyoke is well known throughout New England for its fine spirit of democracy and evidence of its patriotism has been heralded afar by men who have gone forth from here to participate in every war in

the early history of the country, up to and including the recent world war when the achievements of the progressive and patriotic people of the city which sent forth over four thousand men and women to take part in the struggle, that the democracy, which is so dear to their hearts, might prevail throughout the world. Further testimony is offered by the fact that Holyoke "went over the top" on every war drive held here.

A characteristic of Holyoke people is their indomitable spirit which spurs them on to big achievements industrially and municipally. Evidence of this spirit was manifested in the celebration of Holyoke's Fiftieth Anniversary held August 31, Sept. 1 and 2. With a historical pageant and other exercises Holyoke fittingly observed its Fiftieth year as a city. With the thought of this celebration still in mind it is hard to conceive of any reason why Holyoke will not continue in the future even as it did in the past.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

CHRONOLOGY OF HOLYOKE INTRODUCTION

- 1620 —December 21. Plymouth, Mass. was settled.
1630 —In May, Dorchester and Boston were settled.
1635-36—Hartford, Windsor and Wethersfield, Conn., and Springfield, Mass., were settled.

In 1636 William Pynchon and Associates had obtained the title to all the lands on both sides of the river, from the southerly part of Northampton, to the Connecticut line.

West Springfield was settled.

- 1654-56—Land grants were given on Chicopee Plain, the northern section of the Second parish, which included the area now occupied by Holyoke.

- 1662 —Hampshire County was incorporated May 7.

A country road was built running from Northampton to Windsor, Conn.

- 1674 —Holyoke was settled by a family by name Riley and shortly after came the Gleason, Bagg, Foster, Day and Ely families.

- 1675-76—King Philip's war. Engagements in this section.

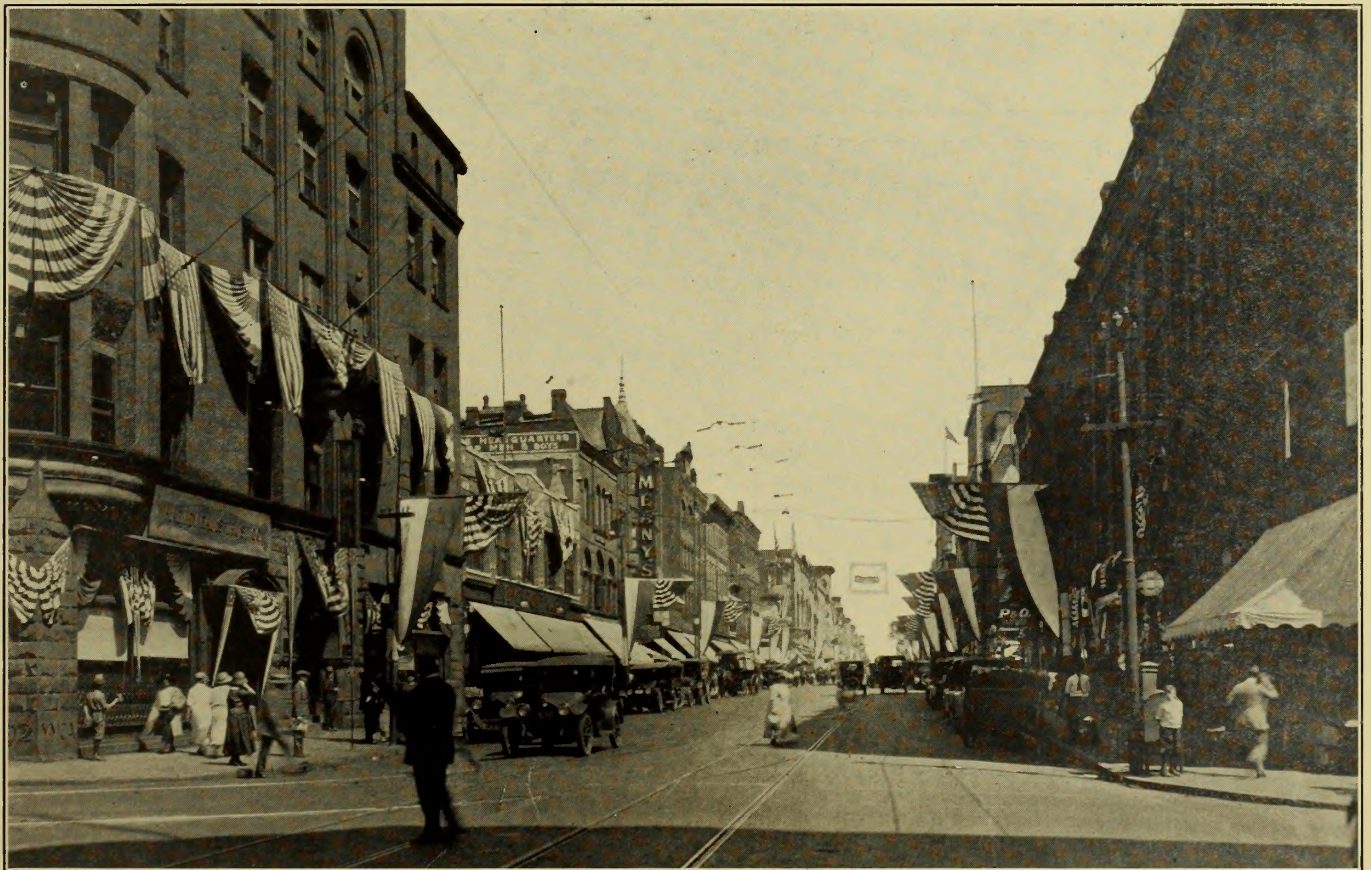
Destruction of Brookfield.

Battle at foot of Sugar Loaf mountain, on August 25th.

October 5th, Springfield was burned.

- 1676 —General court ordered that forces assemble at Springfield.

King Philips' death occurred on August 12th.

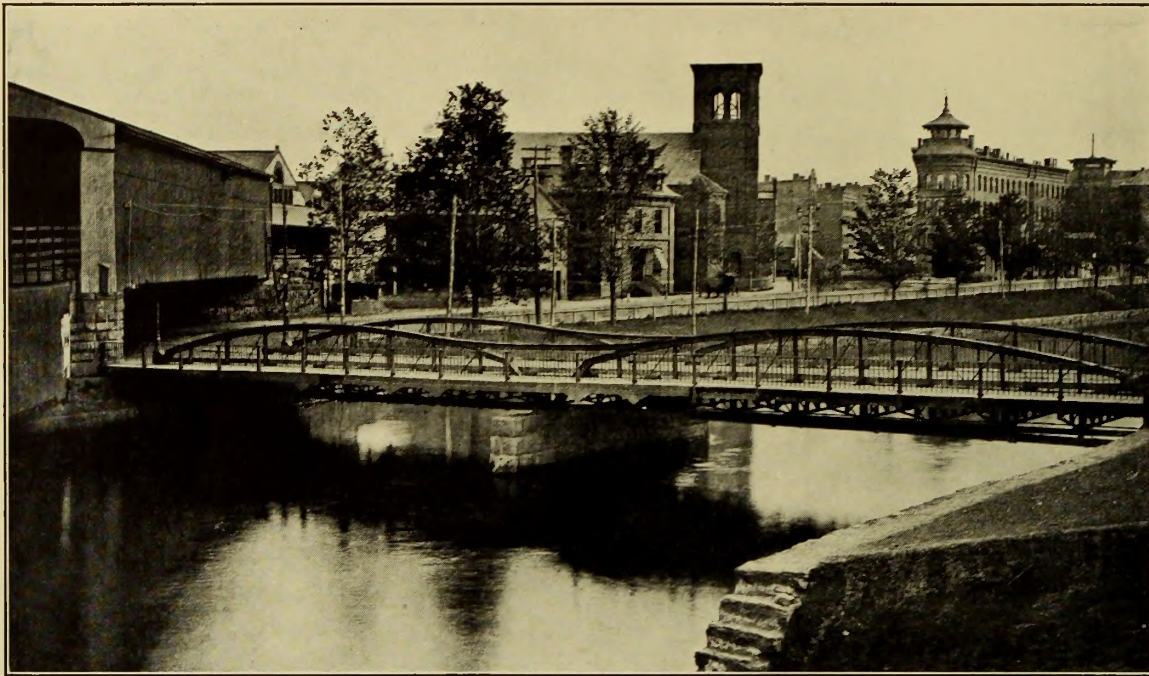


HIGH STREET WITH 50TH ANNIVERSARY DECORATIONS— (LOOKING NORTH)

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



MAIN STREET SHOWING OLD SECOND BAPTIST CHURCH AND TOWER (CENTER BACKGROUND) AND
LYMAN STREET BRIDGE OVER SECOND LEVEL CANAL.

1683 —John Riley was given a land grant in "Upper Wigwamis" (A site in the immediate vicinity of Riley Brook, which, in entering the Connecticut River, now marks the boundary line between this city and West Springfield.)

Shortly after Gleason was given a land grant and located on Tannery Brook. (Just west of what is now Homestead Avenue.)

1696 —By an act of the General Court, West Springfield was established as a Second Parish, under the jurisdiction of Springfield, the shire town of Hampden County.

1704 —An attack was made by Indians at Deerfield on February 29th. In May, Indians led by French officers raided the Mount Tom Junction settlement, which at that time consisted of 31 people. Nineteen were killed and three carried to Canada.

At the same time ten Indians assaulted the home of Captain Benjamin Wright at Smiths Ferry, but were repulsed and finally withdrew.

1707 —By an act of the General Court, Springfield divided the west side lands among the townsmen and under this provision, each male person having passed his twenty-first year, was permitted to share in the division.

By this act, more than half a dozen families in Ireland parish received grants.

1725 —Five Baptists of Ireland Parish were baptized by Rev. Elisha Callender of Boston.

1729 —There were at this time six Baptist families located in Baptist Village (Elmwood).

1740 —Baptist Church was founded in Feeding Hills.

Colonel Benjamin Ely, Captain Joseph Ely, and Asahel Chapin, three members of Ireland parish, joined the church.

1744-48—"Old French War."

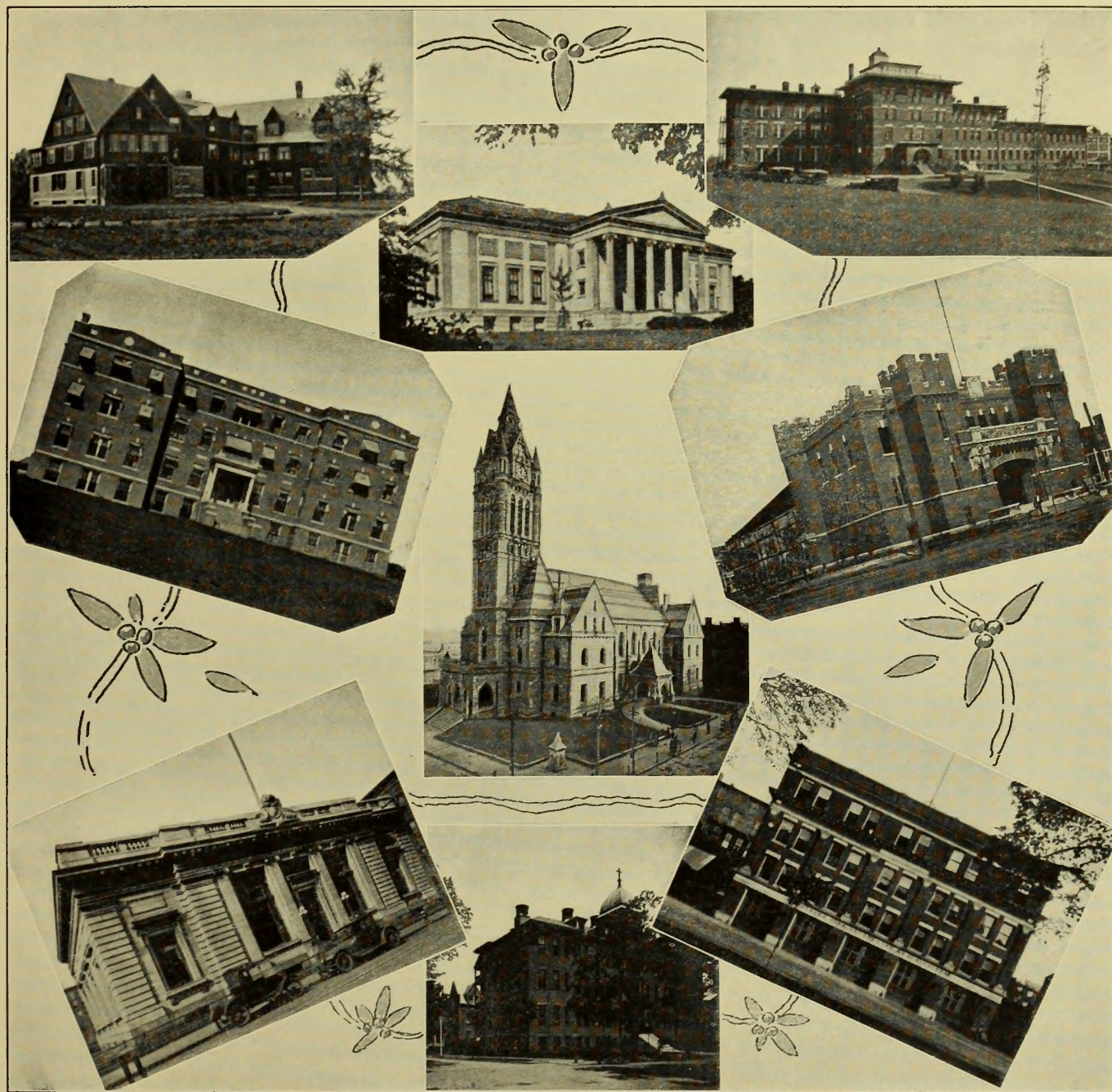
During this time the valley was again infested by scalping parties of Indians and the settlers were obliged to maintain scouting parties to protect the settlements.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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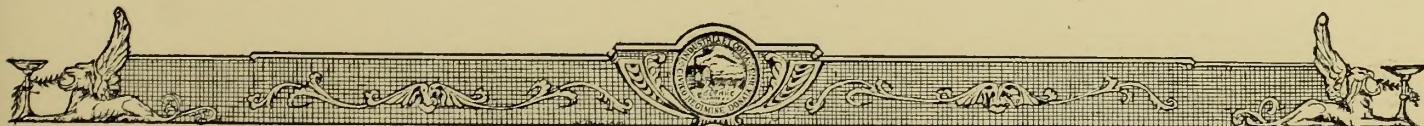


PUBLIC BUILDINGS

TOP ROW—(LEFT TO RIGHT)—OLD LADIES' HOME; PUBLIC LIBRARY; CITY HOSPITAL.

MIDDLE ROW—(LEFT TO RIGHT)—NURSES' HOME (CITY HOSPITAL); CITY HALL; ARMORY.

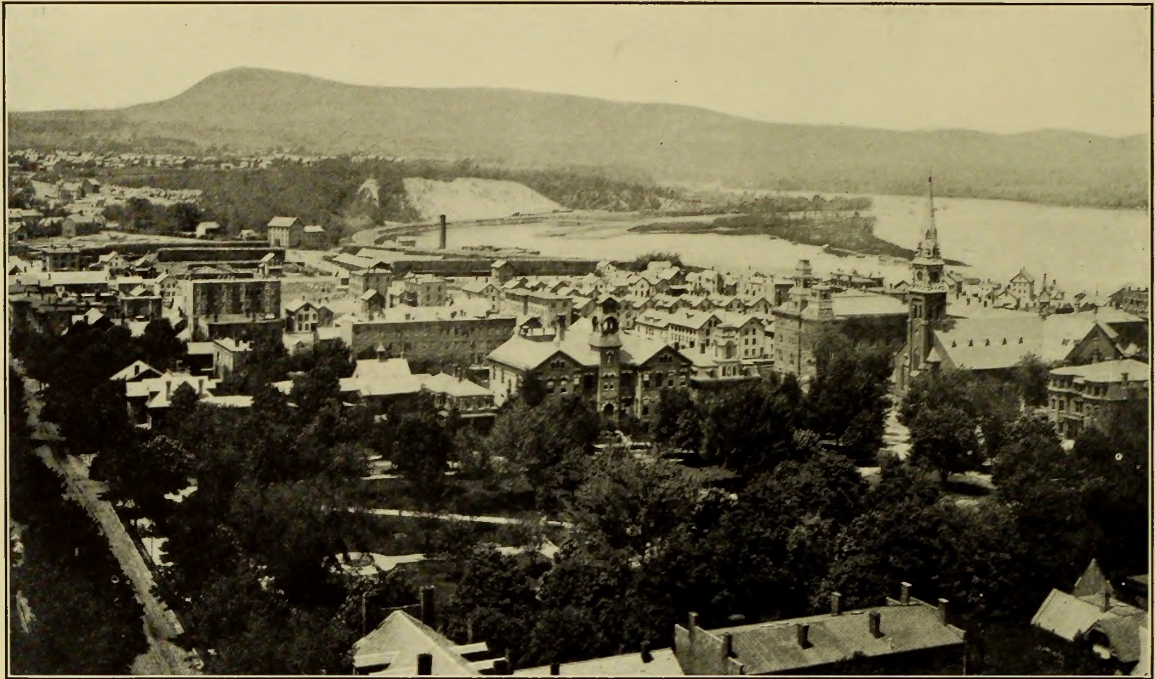
BOTTOM ROW—(LEFT TO RIGHT)—U. S. POST OFFICE; PROVIDENCE HOSPITAL; CENTRAL ENGINE HOUSE.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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OLD VIEW LOOKING NORTHWEST FROM CITY HALL TOWER.

In June of 1745, the capture of Louisburg, Cape Breton, took place and the besieging army was composed of provincial troops from Massachusetts and included one regiment drawn entirely from old Hampshire County.

Two other important events during these years in which men from this section took part were the defense of Fort Massachusetts in Adams, Mass., and that of Fort No. 4 at Charlestown, N. H. Seventeen families had settled in Ireland Parish.

In October of 1748 the war ended with the signing of the Treaty of Aix la Chapelle.

- 1749 — Captain John Miller, a hero of the capture of Louisburg, arrived in Ireland Parish and built the Miller Inn (Crafts Tavern) on the County Road (Northampton Street, at the top of Dwight street.)

Petition of Chicopee settlement, members of the First Parish, presented and denied.

- 1750 — Petition of Ireland Parish and Chicopee jointly for withdrawal from Second Parish

presented. Petitioners from Ireland Parish were Ebenezer Jones, John Miller, Benjamin Jones, John Day 2nd, Timy Miller, Joseph Ely 3rd, Charles Ball, Benjamin Ball, Ebenezer Taylor, Joseph Ely 2nd, Ebenezer Jones Jun, Gideon Jones, John Day 2rd, Joseph Day, Benjamin Jones Jun, Abel Stockwell.

- 1751 — Joint petition granted and Chicopee and Ireland Parish were united as the Fifth Parish on June 30.

Work on new meeting house in Chicopee was started, in January. First religious services were held on July 2 of the same year though the house was still in the process of construction.

- 1766 — Captain John Morgan settled on a large tract of land in Ireland Parish.

- 1774 — West Springfield, of which Ireland Parish (Holyoke) was then a part was made a town on February 23.

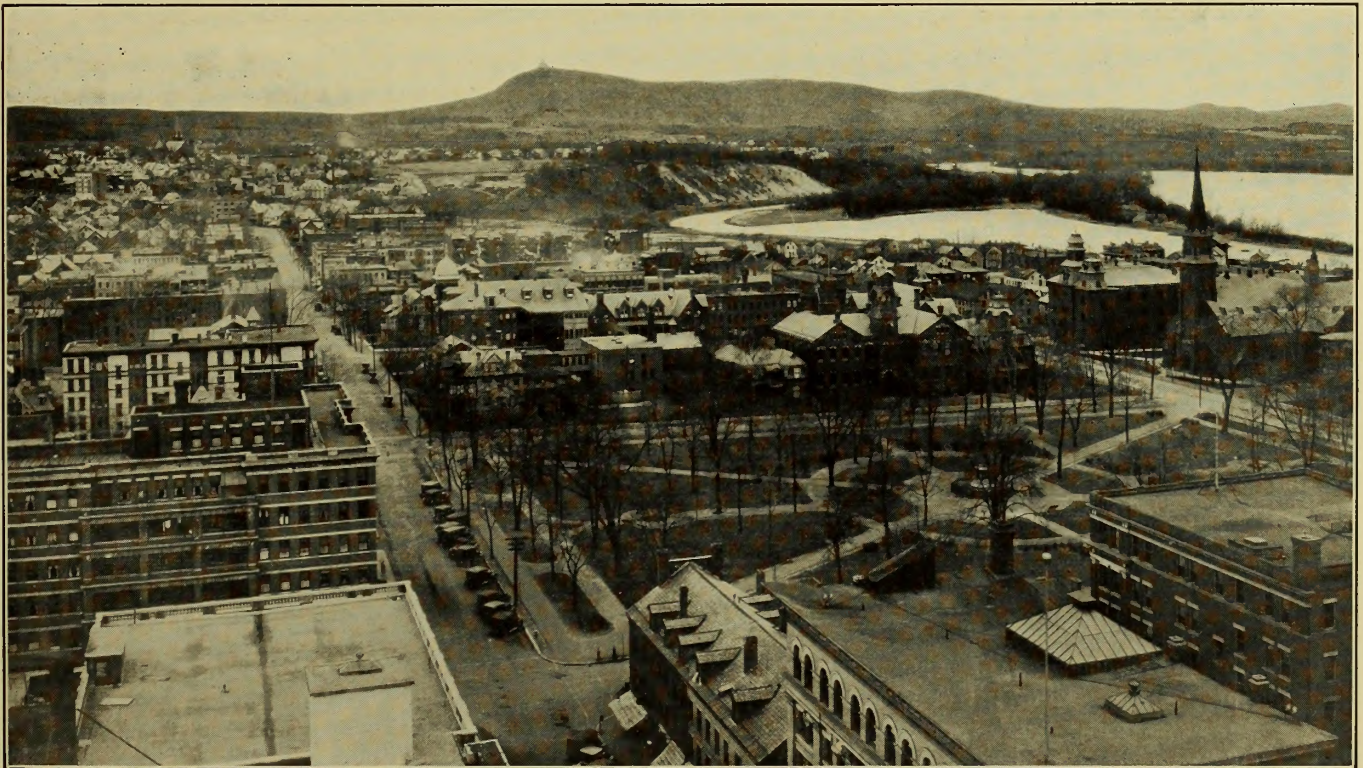


HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1875
1925

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| <p>1775 —On April 20 two companies from the West Springfield, including more than a score of men from Ireland Parish marched to Boston to meet the British onslaughts at Lexington.</p> <p>1776 —Declaration of Independence was signed at Philadelphia on July 4th.
Men of Ireland Parish were in practically every important engagement.</p> <p>1777 —Burgoyne surrendered at Saratoga, New York on Oct. 17. This was the turning point of the war.</p> <p>1781 —On October 19, Cornwallis surrendered at Yorktown, Va., which practically closed Revolutionary War.</p> <p>1783 —Peace again prevailed in the country.
Titus and Erastus Morgan built a saw-mill in "The Fields" (about a mile above the present dam. This is believed to be the first utilization of water power at the rapids.</p> | <p>1784 —Caleb Humeston arrived in Ireland Parish from New Haven, Conn., and located on Tannery Brook.</p> <p>1786 —Inhabitants of Ireland Parish through a committee composed of Lieut. John Miller, Lieut. Charles Ball, and Lucas Morgan petitioned the general court to be incorporated into a separate parish.
In this year Humeston started what appears to be Holyoke's first industry when he erected a boot shop on his Tannery Brook site.</p> <p>1787 —A band of insurgents under the leadership of Daniel Shays were dispersed before the Springfield Armory in January.</p> <p>1788 —On February 6, Massachusetts adopted the Constitution of the United States.</p> <p>1789 —On March 15, Caleb Humeston was served with a warrant by the assessors of West Springfield making him tax collector of this section of that township.</p> |
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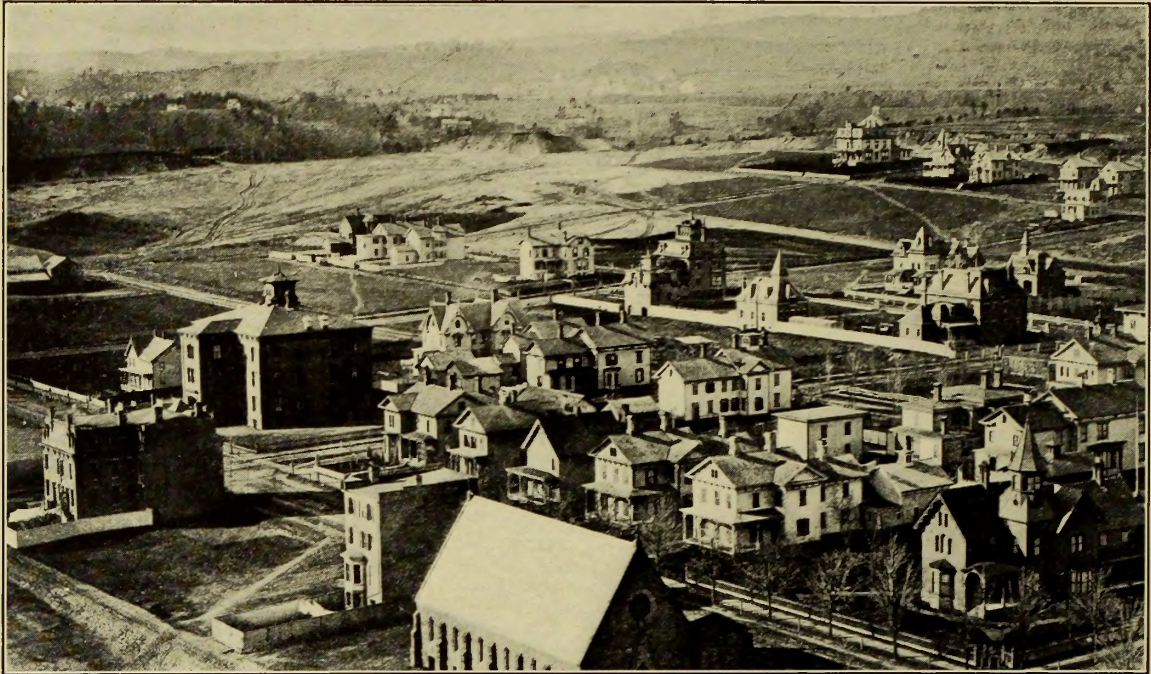


LOOKING NORTHWEST FROM CITY HALL TOWER TODAY.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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OLD VIEW FROM CITY HALL TOWER LOOKING SOUTHWEST SHOWING LAWRENCE GRAMMAR SCHOOL IN CENTER TO THE LEFT.

- 1792 —Petition of Ireland Parish to be set off from Chicopee as a separate parish, granted on June 6 after a contest of six years, during which time this parish experienced a decline in religion and morals which was universal and appears to have followed the Revolutionary War.
First Baptist Society built a meeting house in Elmwood. Lack of funds prevented its completion.
- 1799 —First Congregational Church was organized on December 4 and arranged to hold joint services with the Baptists. This they did until 1834.
- 1803 —First Baptist Church was organized and obtained for its pastor Rev. Thomas Rand, the Pioneer minister of Ireland Parish.
- 1808 —“Baptist Seminary” was founded in Elmwood. This institution was the first of its kind in the Valley.
The original proprietors were Rev. Thomas Rand, pastor of the First Baptist Church in the third parish, who owned one-third, Deacon Perez Hitchcock, who owned the larger share of the balance, Caleb Humes-ton, Austin Goodyear, Noan Woolcott and David Bassett.
- 1812 —Hampden County was incorporated on February 25.
- 1812 —West Springfield, of which Holyoke was then a part, was included in the incorporation.
- 1815-24—First efforts were made to imprison the power of the Connecticut River. During these years a system of canals had been dug in what is now South Hadley Falls and a wing dam built across a portion of river to divert the course of some of the water into these canals. In the latter year this power was first diverted to use for mill operation with the erection of a paper mill in South Hadley Falls.
There were by this time about 600 people in this parish.
- 1829 —Original Hadley Falls Company was Incorporated.

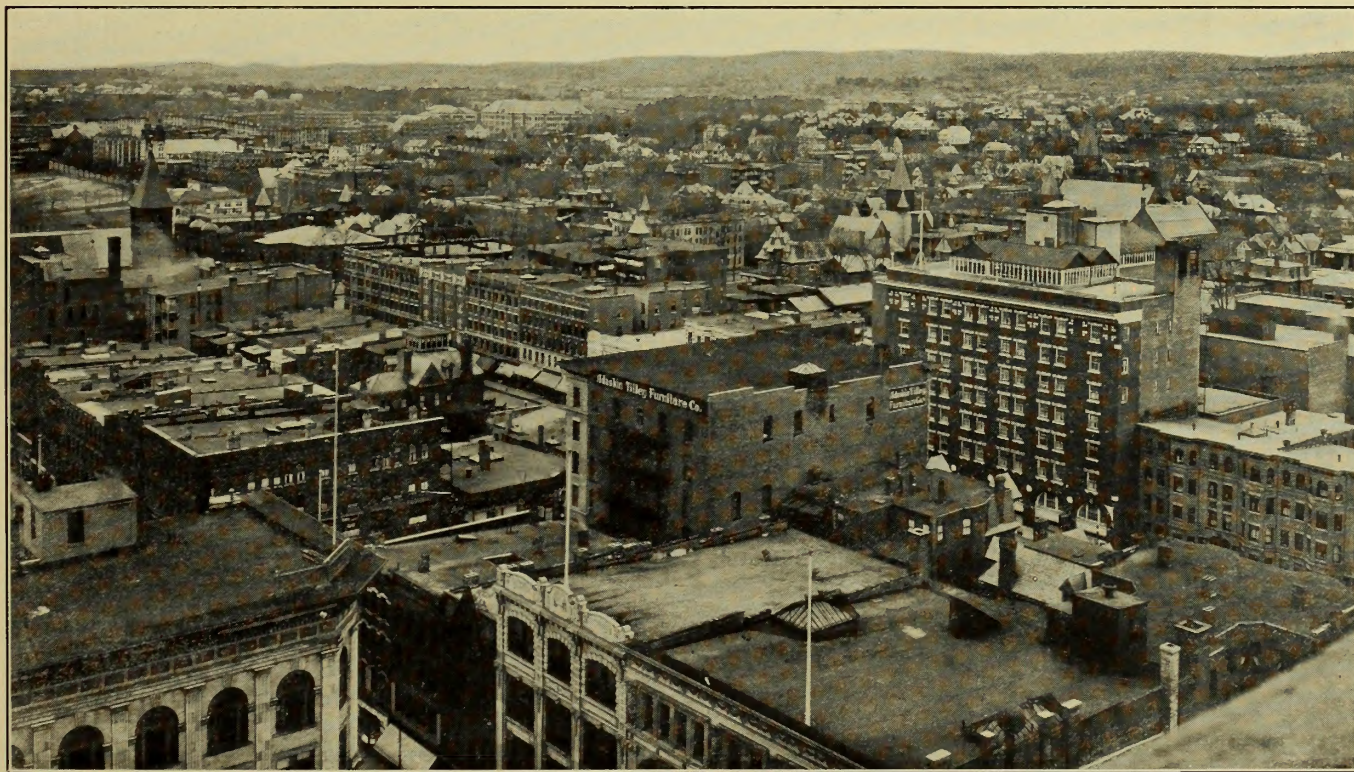


HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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- 1832 — Miller's Inn on Northampton Street was sold to Chester Crafts who conducted it as a tavern, store, and post office. Third Congregational Church of West Springfield and First Congregational Church of Ireland Parish dedicated on Northampton Street, near Easthampton Road on December 10.
- 1837 — By this time there were several mills, including three paper mills and two woolen mills utilizing the power from the river but all these plants were on the east side (opposite the rapids.)
A swing ferry was the sole means of transportation to and from Holyoke, across the river, during these years.
- 1844 — In this year the possibility of erecting a dam on the Connecticut River and a canal system for the foundation of manufacturing sites was discussed. The project was considered timidly at first because no river as large had even been dammed before.
- 1845 — In this year the idea began to take form. The course of the Connecticut River Railroad which was originally planned to follow along the east bank of the river as far as Northampton was changed to cross the river at Willimansett to this city and continue up the river.
Lester Newell, Holyoke's first attorney was admitted to the bar.
- 1846 — Early this year an agent for a group of New York capitalists purchased a huge portion of land along the banks of the river.
- 1848 — It was in this year that the New York Financiers started preliminary work, with the organization of the new Hadley Falls Development Company, with a capital of \$4,000,000, for the purpose of constructing and maintaining a dam across the Connecticut River with locks and canals. Work was started at once.

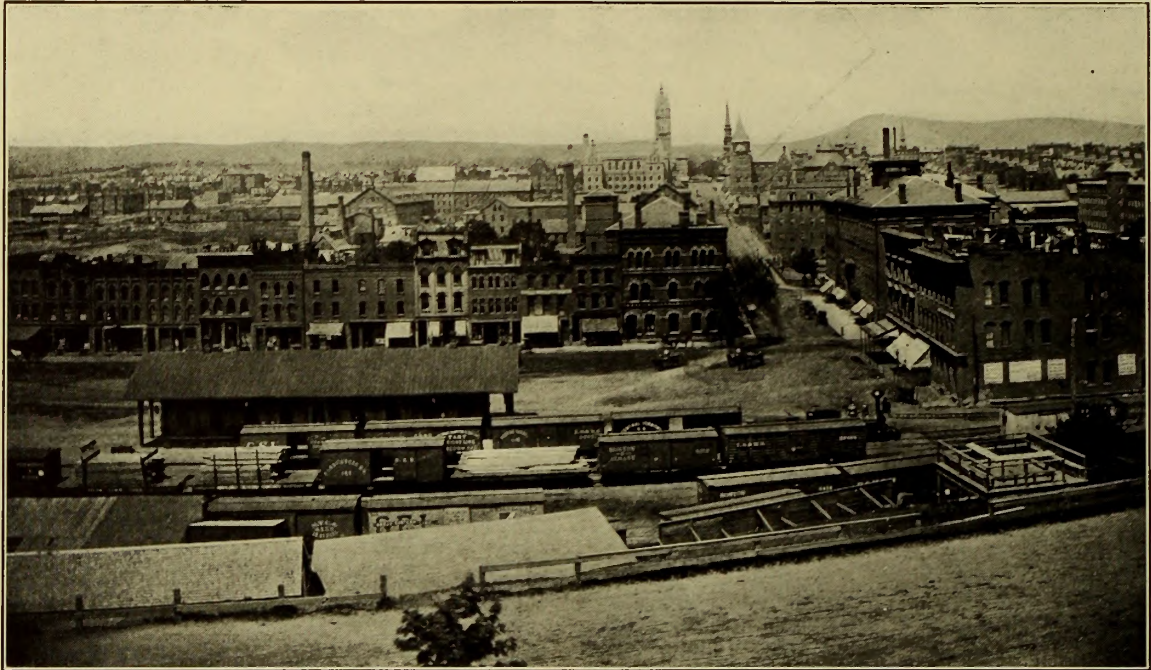


LOOKING SOUTHWEST FROM CITY HALL TOWER TODAY.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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VIEW OF OLD RAILROAD STATION AND BANDSTAND TAKEN FROM DEPOT HILL.

On November 19, the dam, constructed from over 2,000,000 feet of lumber, was completed. The gates of the dam were closed and the filling commenced. The dam from the outset looked a failure as is evidenced by the story told in a series of telegrams sent from Holyoke to the company offices in Boston, which tradition has it, read as follows:

First. Gates closed and dam begins to fill.

Second. Dam leaking badly.

Third. Dam gone to hell by way of Wilimansett.

Work on a new dam was immediately started.

Second Congregational Church Society founded.

Hadley Thread Mills built.

1849 —On October 22, of this year the new dam was successfully completed.

Old North Chestnut Street School built.

Episcopal Society, Trinity Church, estab-

lished in December. Later Society was named St. Paul.

Holyoke Lodge of Odd Fellows was founded. First business block, the Galludet-Terry block was erected at corner of High and Lyman Streets.

In the summer of this year, cholera broke out in "The Patch" and reaped a tremendous toll of life, sweeping away whole families.

The first issue of the "Hampden Freeman," Holyoke's first newspaper was published on September 1.

HOLYOKE MADE A TOWN

1850 —By an act of the legislature, Holyoke was set off as a town and completed its organization on March 14. The first selectmen elected were Fayette Smith and Harvey Chapin and the representative elected to the legislature was Alexander Day.

The population according to a census taken that year was 3245. There were thirteen persons and corporations paying taxes of \$1,000 or more.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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SOME OF HOLYOKE'S SCHOOLS

TOP ROW (LEFT TO RIGHT)—KIRTLAND; HIGHLAND; SPRINGDALE.

NEXT TOP (LEFT TO RIGHT)—MORGAN AND BRIDGE STREET; NONOTUCK; HAMILTON.

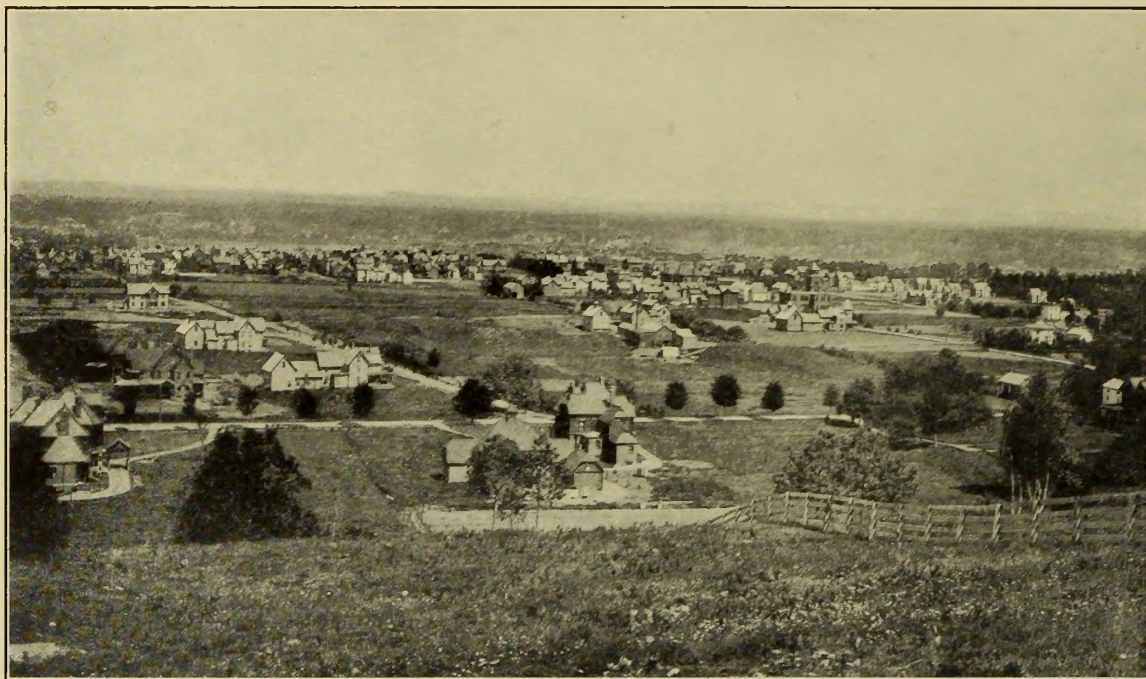
NEXT BOTTOM (LEFT TO RIGHT)—LAWRENCE; HIGH SCHOOL; VOCATIONAL AND GYMNASIUM.

BOTTOM (LEFT TO RIGHT)—WILLIAM WHITING; JOSEPH METCALF; ST. JEROME.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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THE HIGHLANDS AS OF OLD—VIEW TAKEN FROM HILL ABOVE LATE C. W. JOHNSON HOME—
NORTHAMPTON AND LINCOLN STREETS IN CENTER.

Mt. Tom Lodge of Masons was organized.
Building boom started.

Hadley Falls Company started the manufacture of textiles in mill later taken over by the Lyman Mills.

Work on laying out streets was started.
First water wheel, run by power from the dam, was operated on March 20.

First piece of fire apparatus purchased by Hadley Falls Company.

Fifty-nine lots for mills or business sites sold by Company. Exchange Hall erected on High Street.

The Holyoke House (the Hotel Hamilton) was built at a cost of \$100,000 at the corner of Main and Dwight Streets. At the time it was rated as one of the best hotels in the State.

In December of this year the first fire district within the school district, No. 1 in Holyoke, was established. The department was made up of volunteers.

1851 —Police force of ten men was organized.
R. G. Marsh was elected the first chief of the volunteer fire department.
Hadley Falls Bank established with capital of \$10,000.

1852-53—Second Congregational Church was erected at the corner of High and Dwight Streets in '52.

First High School started in 1852 in the Galludet-Terry Hall.

1853 the Parsons Paper Company with a capital of \$60,000 was organized.

Methodists organized, holding services in Lyceum Hall, High Street.

1854 —Father John O'Callaghan, the first Catholic Priest was assigned to the town.

Town voted to pay expenses of Fire Department and appropriated some few hundred dollars for its maintenance.

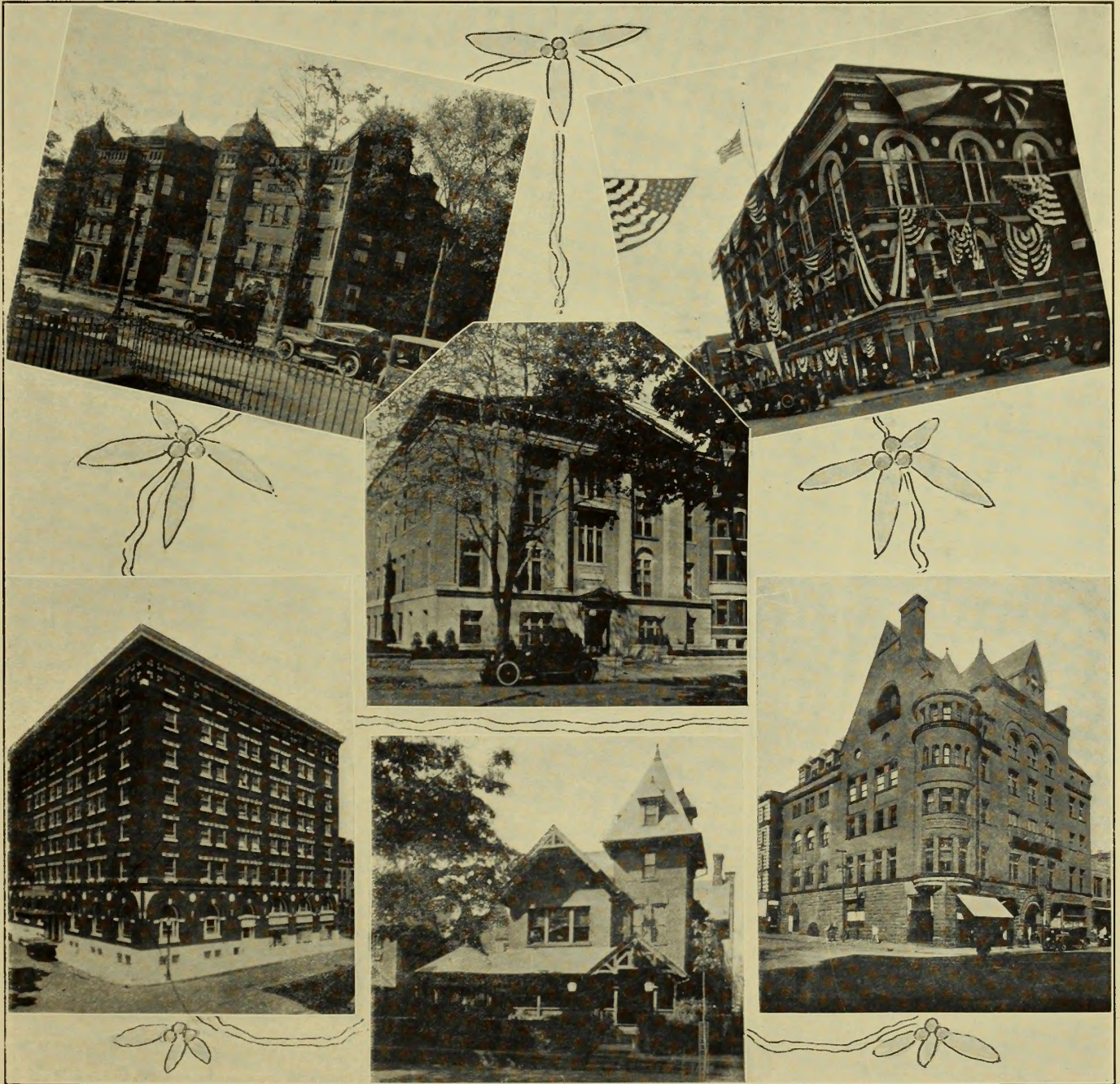
W. B. C. Pearsons was elected chief of the department in this year which office he held until 1869.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

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TOP ROW (LEFT TO RIGHT)—Y. M. C. A.; K. OF C.

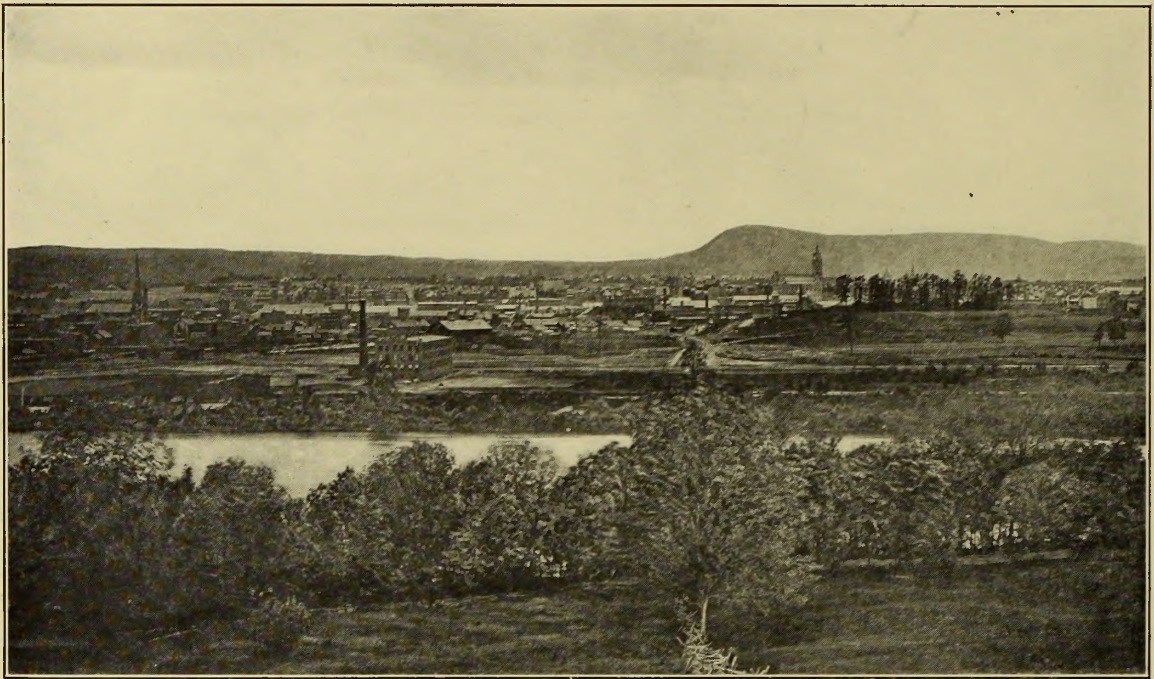
CENTER—MASONIC LODGE.

BOTTOM ROW (LEFT TO RIGHT)—HOTEL NONOTUCK; ELKS' HOME; Y. M. C. A.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



SOUTH HOLYOKE AS OF OLD—VIEW TAKEN FROM WILLIMANSETT.

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|--|---|
| <p>St. Jerome Parish founded.</p> <p>Lyman Mills Co. was organized with capital of \$1,470,000, which marks the real beginning of the textile industry in Holyoke.</p> <p>1855 —A census taken this year shows population as 4631.</p> <p>Holyoke Savings Bank was established in February.</p> <p>1856 —Work on erection of St. Jerome's Church at the corner of Hampden Streets started.</p> <p>1857 —Prentiss Wire Mills established.</p> <p>Holyoke Paper Company was organized with \$300,000 capital.</p> <p>The town, owing to the panic, received a temporary set-back this year.</p> <p>The Hadley Falls Company became financially embarrassed.</p> <p>First Unitarian Church Society was organized on May 29.</p> <p>1858 —Permanent force of fire department selected.</p> | <p>1859 —On February 29 the property of the Hadley Falls Company was sold at public auction to Alfred Smith and associates of Hartford for \$325,000.</p> <p>The Holyoke Water Power Company was incorporated in June.</p> <p>1860 —St. Jerome's Church at Hampden and Chestnut Streets completed.</p> <p>Hampden Paper mill was built.</p> <p>1861-65 Civil War.</p> <p>On May 6, Company I, known as "The Fighting Tenth" was organized in response to President Lincoln's call for 40,000 volunteers. It comprised six officers and 123 men from Holyoke and West Springfield.</p> <p>On July 16 the company left the camp at Springfield for the battlefields.</p> <p>During the war one officer and 17 men of this company were killed.</p> <p>First Hook and Ladder Company of the Fire Department was organized.</p> |
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HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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CHURCHES

TOP ROW (LEFT TO RIGHT)—PRECIOUS BLOOD; MATER DOLOROSA; SACRED HEART.

CENTER (LEFT TO RIGHT)—BLESSED SACRAMENT; HOLY CROSS.

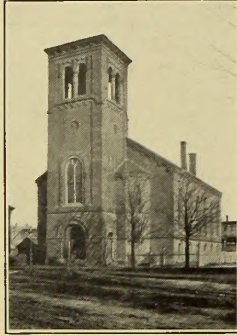
BOTTOM (LEFT TO RIGHT)—HOLY ROSARY; OUR LADY OF PERPETUAL HELP; ST. JEROME.



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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OLD SECOND BAPTIST
CHURCH ON CANAL ST.

On June 22, 1862, Forestdale cemetery was dedicated.

In August of 1862, Company B was formed in Holyoke with 86 men.

The Holyoke Machine Company started operation in 1862.

The Elm Street School was built in 1862.

1863 —The Hadley Thread Company and the Beebe-Webber Company were started in 1863.

1864 —St. Jerome's Cemetery was opened on St. Jerome Avenue in 1864.

1865 —The Whiting Paper Company, the Merrick Thread Company and the Germania Mills were started in 1865.

Mt. Holyoke Chapter of Masons was organized in 1865.

The Hadley Falls Bank became the Hadley Falls National Bank in 1865.

South Hadley Falls Bridge Company incorporated with \$100,000 capital in 1865.

1866 —It was in this year that Rev. P. J. Harkins started his pastorate of 44 years at the St. Jerome parish.

The Riverside Paper Company, the Franklin Paper Company and the Valley Paper Company were all started in this year.

1867 —The Lawrence School at the corner of Appleton and Maple Streets was erected, as was the West Holyoke School in Rock Valley.

The German Evangelical Lutheran Church was erected at the corner of Jackson and South Bridge Streets.

1868 —St. Jerome's School for girls was completed. Park Street School, corner of Park and Hamilton Streets was dedicated.

St. Jerome Temperance Society founded. Episcopal Church erected at corner of Maple and Suffolk Streets.

1869 —Precious Blood Church was erected at the corner of Cabot and Park Streets. Sargeant Street School on Sargeant Street was opened.

Methodist Church erected on July 4.

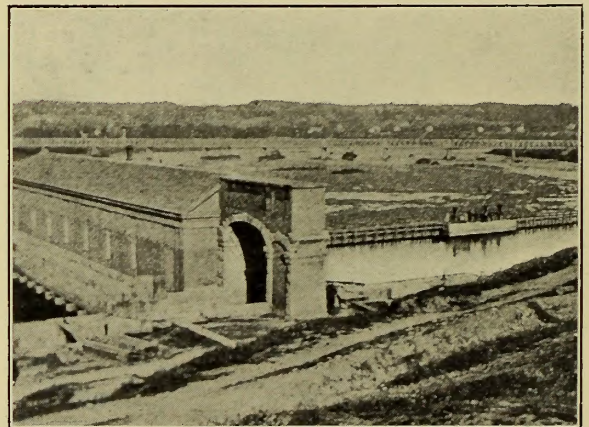
The Holyoke Warp Company and the Seymour Cutlery Company started operations. Holyoke petitioned Legislature for a charter for the building of a steam railroad between Holyoke and Westfield connecting with the New Haven and Northampton Railroad.

First talk was heard of the possibility of a public library in the town.

1870 —On January 12 a committee was appointed to draw up a constitution and by-laws for the government of the public library association.

On April 22, by an act of the legislature the Holyoke Public Library was incorporated and the library was opened in the upper rooms of the Lawrence School.

On May 16 the Association held a meeting at which William S. Whiting was elected its first president.



OLD GATE HOUSE AT DAWN.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



TOP ROW (LEFT TO RIGHT)—SECOND CONGREGATIONAL; GERMAN REFORMED; FIRST CONGREGATIONAL; JEWISH SYNAGOGUE.

NEXT TOP (LEFT TO RIGHT)—PRESBYTERIAN; FIRST METHODIST EPISCOPAL; ST. PAUL'S EPISCOPAL.

NEXT BOTTOM (LEFT TO RIGHT)—GRACE; GERMAN LUTHERAN.

BOTTOM (LEFT TO RIGHT)—FIRST BAPTIST; HIGHLAND M. E. CHURCH; SECOND BAPTIST CHURCH

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



VIEW SHOWING THE KNOLLS AND MT. TOM BEFORE ERECTION OF MOUNTAIN HOUSE.

Holyoke-Westfield Railroad Charter was granted by the Legislature early in this year, the capital stock being fixed at \$350,000. At a town-meeting in August, a committee of town agents was appointed to arrange for the erection and maintenance of the railroad.

In December the contract for building the road was let to the New Haven and Northampton Railroad Company.

Springfield Blanket Company was started. First Methodist Episcopal Church at Corner of Main and Appleton Streets was dedicated in March.

Connecticut Lodge, Knights of Pythias was instituted.

Connecticut Lodge, I. O. O. F. M. U. was founded.

Immediately after its opening the railroad was leased to the Northampton and New Haven Railroad Company for a term of years.

The Crocker Paper Company was founded. Land purchased as site for future City Hall. Work on the building started.

Holyoke at this time was dependent for its water supply upon one small reservoir located within the area of High, Maple, Lyman and Fountain Streets which had been constructed during the erection of the dam.

The source of supply was the Connecticut River and was obtained by forcing the water through a pipe which was located above the dam. During this year a severe drought set in which forced the consideration of a new supply.

1871 — On November 28, the Holyoke-Westfield Railroad, extending from Front Street, Holyoke over a distance of $10\frac{1}{4}$ miles to the Westfield Station of the New Haven and Northampton Railroad Company, was opened to traffic.

1872 — Division 1 of the Ancient Order of Hibernians was organized in February.

Massasoit Paper Company and Beebe and Holbrook Paper Company were both founded.

Holyoke National Bank was organized.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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Mechanics Savings Bank was founded.

The first Water Board, comprising Judge P. Buckland, W. B. C. Pearsons, John Delaney, Dennis Higgins, Joel Russell and John E. Chase, was chosen on March 22.

The Ashley and Wright Ponds were taken over by the Water Board after the legislation had been secured and work started at once.

St. Jerome School for boys was founded, which was the first one of its kind in the diocese.

1873 —On April 7 Holyoke became a city, by an act of the legislature. On May 29, the act was ratified by the people of Holyoke. The first municipal election took place in December of the same year. John O'Connell and Jeremiah A. Sullivan two members of that first City Government are still living.

Judge W. B. C. Pearsons was elected the first Mayor of Holyoke.

The first aldermen were William Grover, H. A. Chase, Augustus Stursberg, John H. Wright, John O'Donnell, G. W. Prentiss, and J. F. Allen.

The common council of 21 members consisted of: C. H. Heywood, president; ward 1, William Ruddy, Curtis Moore and James Ruddy; ward 2, C. B. Harris, S. F. Stebins and G. W. Burditt, ward 3, Martin Lawler, F. Kreimendahl and Matthew Walsh; ward 4, H. G. Pierce, A. C. Pratt and W. D. Higgins; ward 5, Maurice Lynch, J. A. Sullivan and John O'Connell; ward 6, C. H. Heywood, Timothy Merrick and John Delaney ward 7, H. A. Pratt, Reuben Winchester and R. M. Fairfield, C. W. Rider served as clerk.

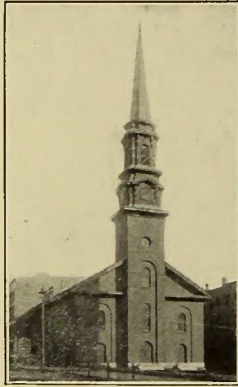
E. A. Ramsey was elected city clerk and Charles W. Ranlet, city treasurer. Other city officers were City auditor, Edwin A. Ramsey; city engineer, Thomas W. Mann; city solicitor, Edward W. Chapin; city physician, Dr. Charles O. Carpentier; chief



VIEW FROM CITY HALL TOWER LOOKING SOUTHEAST SHOWING SKINNER SILK AND FARR ALPACA PLANTS.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



OLD SECOND CONGREGATIONAL CHURCH AT HIGH AND DWIGHT ST.

of fire department, Benjamin F. Mullin; city messenger, J. H. Clifford.

William G. Ham was elected the first chief of police.

The charter provided for the establishment of a fire department.

November 7 marks the advent of the Sisters of Providence who came to the city upon the solicitation of Rev. P. J. Harkins. A hospital was instituted in South Hadley Falls where the Sisters cared for the sick. The Farr Alpaca Company, the Newton Paper Company, the Excelsior Paper Company and the Massachusetts Screw Company were all founded in this year.

Holyoke Council, R. and S. M. of Masons was organized.

- 1874 —William Skinner mill was erected in this year as was the Connor Brothers' woolen mill.

This was the first year that the City Government of Holyoke functioned.

- 1875 —On May 27, occurred Holyoke's first and greatest fire tragedy when the Precious Blood Church on Park Street burned and seventy-two parishioners lost their lives. The fire broke out during the evening services.

National Blank Book Company was organized.

French Roman Catholic cemetery at Granby plains was dedicated.

Holyoke Caledonian Society founded.

- 1876 —Sacred Heart Parish was organized.
Holyoke City Hall was completed at a cost of nearly \$400,000.
Unitarian Church erected at the corner of Maple and Essex Streets.
Sons of St. George Society was organized.

- 1877 —A building boom was started in the Highlands section.
The Windsor Hotel and block and Holyoke Opera House were built by William Whitin this year.

- 1878 —Opera House opened with the play "London Assurance" in April.
The Precious Blood Church (present structure) was dedicated on June 3.
Parsons property on Dwight Street was purchased for a Sisters' Hospital.
The Albion Paper Company was founded.
Holyoke Light Infantry, Co. D., of the 2nd Regiment was organized.

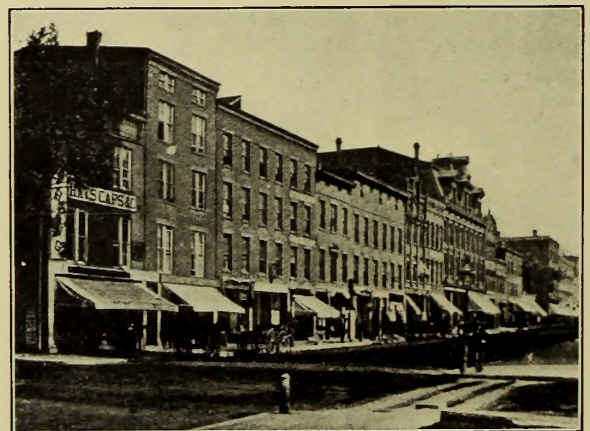
- 1879 —The Wauregan Paper Company and the Deane Steam Pump Company were organized.

In this year the property for the site of Mount St. Vincent at Ingleside was purchased.

City National Bank was organized.

Court City of Holyoke Foresters was organized on November 7.

First Holyoke Baseball team was organized.



OLD VIEW OF HIGH STREET LOOKING NORTH FROM CITY HALL CORNER.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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- 1880 —The Chemical Paper Company, the Nonotuck Paper Company, the Holyoke Envelope Company (United States Envelope) were all founded this year.

The Mt. St. Vincent Orphanage was opened at Ingleside.

- 1881 —Whitmore Manufacturing Company was organized.

Gill Paper Mill was erected, as well as the Nonotuck Paper Mill and the Hampden Glazed mill.

- 1882 —Calvary Cemetery on Northampton Street was consecrated on March 20.

- 1883 —St. Jerome School for girls was erected on Chestnut Street in January.

The Sacred Heart Church was dedicated on June 3.

The Nonotuck Street School was dedicated. Hampden and Germania Parks were established.

- 1884 —This year marks the start of the Holyoke Street Railway system with a two mile-horse-car line extending from South Holyoke to South Hadley Falls.

On May 13, 1884 the first Board of Park Commissioners were appointed.

On June 11 the original charter was granted. William A. Chase, President; C. Fayette Smith, treasurer; H. M. Smith, superintendent; William H. Brooks, clerk. Under the charter, the first line began at the corner of Main and South Streets in South Holyoke, and extended to North Main Street in South Hadley Falls.

On September 24 the road was opened.

- 1885 —The Home National Bank was organized as was the Peoples Savings Bank.

Second Congregational Church was erected at the corner of Appleton, High and Maple Streets and dedicated on January 29. Young Mens Christian Association was organized on October 7.

The South Chestnut Street school at the corner of Chestnut and Sargeant Streets was dedicated.

The Marble Block at the corner of High and Dwight Streets was built and the Marble Hall Hotel opened.

John T. Lynch, hero of the disastrous fire at the Precious Blood Church was appointed the first chief of the Holyoke Fire Department.

During this entire year there were only thirty-three fires in the city.

Pastor and official board of First Methodist Episcopal Church organized Episcopal Church on the Highlands.

In this year Prospect Park was established.

- 1886 —The parish of Our Lady of the Holy Rosary was organized on March 26.

Highland Methodist Episcopal Church at corner of Lincoln and Nonotuck Streets was dedicated on March 26.

Presbyterian Society was organized.

The first extension to the original horse-car line of the Holyoke Street Railway Company was made in this year. A road was added through Dwight, High and Appleton Streets to Beech Street and several months later a line from Beech to Pleasant and Lincoln Streets on the Highlands.

- 1887 —First Congregational Church was built at the corner of Pleasant and Hampden Streets.

Hamilton Street School on Hamilton Street was dedicated.

Shields Court of the Massachusetts Catholic Order of Foresters was organized on January 14.

In this year the Holyoke Daily Democrat (now the Holyoke Evening Telegram) was established by P. J. Kennedy.

- 1888 —Sacred Heart Grammar and High School erected on Chestnut Street.

The Holyoke Envelope Company mill fire occurred on January 22. Damages were estimated at \$114,000.

Six days later on January 28, occurred the Chemical Paper Company fire which caused \$57,000 damage.

Big blizzard hit city on March 11.

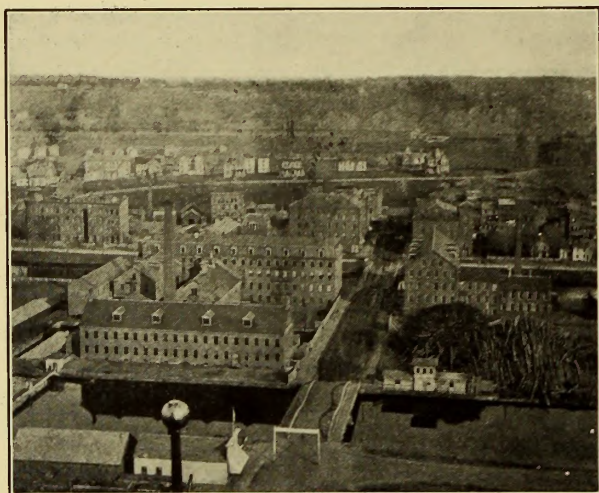
Young Women's Christian Association was organized in April.

Holy Rosary Church was dedicated on August 26.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



OLD VIEW FROM CITY HALL, LOOKING EAST.

Coburn Trolley Track Company, American Pad and Paper Company.

D. Mackintosh and Sons Company, Connecticut River Paper Company, and Parsons Paper Company, No. 2, were all established in this year.

1889 —In this year the Water Department completed the large storage reservoir on Whiting Street brook.

German Lutheran Church fire on February 14.

Windsor Hotel fire on February 28.

First Presbyterian Church at corner of Cabot and Chestnut Streets was dedicated on March 5.

City Co-operative Bank was organized.

1890 —First Methodist Episcopal Church at the corner of Elm and Appleton Streets was completed.

Parish of Our Lady of Perpetual Help was founded.

Notre Dame Cemetery in South Hadley Falls was opened for use.

The Powers Paper Company and the Holyoke Hydrant and Iron works were both founded.

The Coburn Trolley Track Company left the city to establish in Willimansett.

Hamilton Park was established.

Holyoke City Farm opened on October 18.

1891 —Perpetual Help Church at the corner of Maple and Prospect Streets was completed. Holyoke City Hospital was incorporated in May.

Mt. Holyoke Lodge of Odd Fellows was organized on December 5.

The Norman Paper Company, George C. Gill Paper Company, Hampden Glazed Paper Company, and the Chadwick Plush Company were all organized in this year.

In this year the Holyoke Street Railway Company completed the electrification of the entire system and erected a power house. The Elmwood and Oakdale lines were opened.

In this year the first Board of Fire Commissioners was elected.

The first commissioners were Richard Shea, Roger P. Donoghue, Jeremiah J. Callahan, John Hildreth, Charles L. Newcomb, Val Moquin, and John J. Sheridan.

1892 —Park National Bank was established.

Perpetual Help School was erected at the corner of Prospect and Maple Streets.

Holyoke Boys' Club was founded on February 3.

The George R. Dickinson Paper Company and the Ford Bit Company were established.

German Reformed Society was organized on October 16.

1893 —The Holyoke City Hospital was dedicated on June 10.

In this year the Board of Fire Commissioners was reduced from seven to three commissioners.

The Goetz Silk Manufacturing Company was established.

A panic hit Holyoke this year and crippled a number of enterprises.

Holyoke Council, No. 90, Knights of Columbus was organized on March 4.

The present House of Providence Hospital was dedicated by the Rt. Rev. Bishop Thomas D. Beaven (deceased) in 1893 on October 4.

The Elmwood School on South Street and Precious Blood school on East Street were dedicated.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
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St. Paul's Church at the corner of Appleton and Linden Streets was erected.

Grace Congregational Church organized. German Reformed Church at the corner of Elm and Sargeant Streets was erected.

People's Street Railway Company applied for franchise.

- 1895 —In this year the line was extended by the Holyoke Street Railway Company to connect with the Springfield line. The Mt. Park line was also built in this year and the Chicopee Falls line was opened.

Isabella Court, Massachusetts Catholic Order of Foresters was organized on February 3 and Division 11 of the Ancient Order of Hibernians was organized on August 18. Elmwood Park was established.

- 1896 —West Street School was dedicated.

Grace Church was erected at Cabot and Race Streets in April.

Robert Morris Chapter, Order of the Eastern Star was organized on May 7.

Mater Dolorosa Parish was formed on September 26.

It was in this year that the City Government had become too cumbersome to handle and a new charter eliminating common council and establishing a board of Aldermen, seven to be elected from wards for one year and seven to be elected at large for two year terms, was petitioned for and received.

The Street Railway established the line to South Hadley Center.

- 1897 —In this year the First City Government elected under the new charter took office.

The Holyoke Street Railway Company established an extension from the City Hall, Hampden Street to Lincoln, another extension from Willimansett to the Chicopee bridge.

- 1898 —The Holyoke High School was erected on Pine Street, corner of Hampshire and Sargeant Streets.

The Clan MacLaren was founded on January 12.

The Ladies Auxiliary, Division 2, of the Ancient Order of Hibernians was organized in April.

On May 3, D. Company under the leadership of Major William J. Crozier left the city for service in the Spanish-American War.

The Fomer Reservoir was completed in this year.

Holyoke Ministerial Association was organized on September 26.

- 1899 —In this year the Holyoke Water Power Company gave the Holyoke Public Library the entire plot of land whereon now stands the present building.

Work on the high service reservoir was started.

The American Writing Paper Company was organized with 26 mills, 16 of which are located in this city.

Division 9, Ancient Order of Hibernians, was organized on February 19.

The Uncas Tribe of Red Men was instituted in July.

- 1900 —Kirtland School on Sargeant Street was dedicated.

- 1901 —The Highland Grammar School on Lincoln Street, the Morgan Grammar School on South Bridge Street and the Springdale Grammar School on Main Street were dedicated.

Holyoke Scientific Association was organized on February 1.

Cabot Lodge of Knights of Pythias was founded on March 27.

Jewish Synagogue was organized on April 15, and held services at Zion Hall on Maple Street.

- 1902 —In February the Holyoke Public Library on Maple Street was completed at a cost of approximately \$100,000. The building is of light pressed brick with Indiana sandstone trimmings. When it was opened it had more than 20,000 volumes on its shelves.

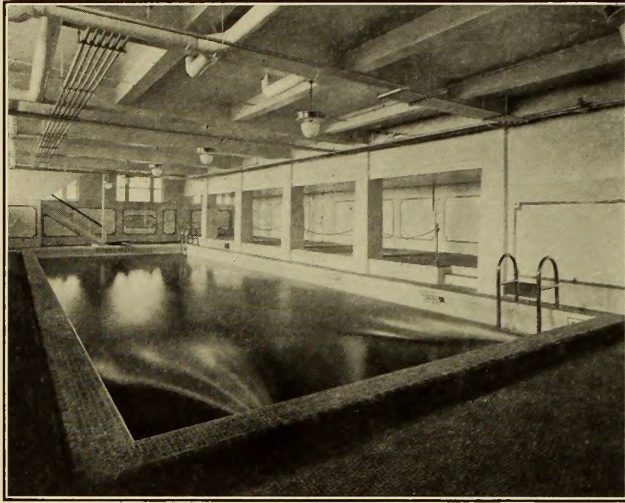
Mater Dolorosa Church, corner of Lyman and Maple Streets was erected.

Ladies' Catholic Benevolent Association was organized on February 2.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



HIGH SCHOOL SWIMMING POOL

Howard Court of the Massachusetts Catholic Order of Foresters was organized on March 16.

Fire Department placed on a permanent basis.

- 1903 —Holy Rosary School at the corner of Ely and Center Streets was dedicated.

Immaculate Conception Parish was formed and a chapel erected on Ely Street.

Holy Family Parish organized.

High Service Reservoir on Tatso Brook was completed in this year.

Division 3, of Ancient Order of Hibernians was organized on June 7.

Holyoke Aerie, Fraternal Order of Eagles was organized June 10.

- 1904 —The Holyoke Lodge, 902, of the Benevolent and Protective Order of Elks was founded on April 11.

Riverside Park, to be devoted to general recreation and park purposes, was acquired in this year.

- 1905 —Holyoke City Hospital enlarged by big addition, the gift of William Whiting.

Holyoke firemen placed on civil service list in this year.

Holy Cross parish formed on February 1 and Holy Cross Church was dedicated on December 10 of the same year.

St. Paul's Episcopal Church located on Appleton Street, was dedicated.

- 1906 —In this year a large fire broke out in the McAuslan and Wakelin Company, causing much damage.

Mater Dolorosa grammar school on Maple Street was dedicated.

- 1907 —Park Commissioners purchased Elmwood park in this year.

Holyoke Association for the Prevention and Relief of Tuberculosis was formed and a free public clinic was opened and maintained.

- 1908 —Holyoke Home for Aged People was established in this year, W. S. Loomis giving a large tract of land on Morgan Street for erection of building.

Jones Point Park was purchased in this year, and large tracts of land for public playgrounds.

- 1909 —Beaven-Kelly Home was opened on September 8.

William Whiting Lodge of Masons was organized.

Land located on West Street, Hampden Street and Maple Street was purchased by the city for public playgrounds. The cost of the land was \$25,000.

The J. R. Smith Building (G. J. Prew) one of Holyoke's few eight-story structures was erected at corner of High Street and City Hall Court.

- 1910 —In this year the city government passed an ordinance providing for the control of the public playgrounds. A playground commission composed of nine members, three

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

of which number to be women was provided for.

It was in this year that the first pieces of motor apparatus were purchased for the Holyoke Fire Department.

Ingleside School was erected on Main Street.

- 1911 —The Holyoke Municipal Milk Station, the first purely municipal station in New England was established and opened in a small shop in Sargeant Street in June of this year. A commission consisting of Mrs. Summer H. Whitten, chairman, Mrs. S. R. Whiting, secretary and treasurer, Mrs. Frank Fay, Mrs. F. J. Cloutier, Mrs. J. Bertram Newton, Mrs. F. H. Clarke, Mrs. James D. Bardwell, Mrs. William G. Dwight and Mrs. F. H. Allen, was appointed to supervise the work.

Holy Rosary High School and addition to other buildings, both for High School purposes completed.

William Whiting School was erected on Chestnut Street near Hampden Street.

The Elizabeth Towne Co. Building at the corner of Oak and Cabot Streets was erected.

- 1912 —Skinner Memorial Chapel was erected on Maple Street, adjoining the Second Congregational Church.

Joseph Metcalf School was erected on Northampton Street.

In this year the Holyoke Tuberculosis Hospital was opened on a hill close to the city.

- 1913 —The large storage reservoir at Fomer was completed in this year.

The Church of the Blessed Sacrament was erected on July 10th.

- 1914 —On December 10, the Holyoke Board of Trade was reorganized to become the Holyoke Chamber of Commerce.

Women's Municipal League organized in this year.

The Holyoke Vocational School at the corner of Sargeant and Pine Streets dedicated.

- 1915 —The Empire Theatre on High Street was destroyed by fire, on April 22.

In August of this year the Knights of Columbus building on Suffolk Street at the corner of Chestnut Street, was dedicated.

In November of this year the Holyoke Rotary Club, the 212th chapter in the World was organized.

The Hotel Nonotuck was erected on Suffolk Street at the corner of Maple Street.

- 1916 —On April 19, D. Company of Holyoke was called out for duty at the Mexican Border.

The Immaculate Conception school at North Summer Street was dedicated.

- 1917 —On April 6, the United States declared war on Germany.

On June 5, registration for services in the draft army was held at the City Hall. 6681 Holyoke men registered for draft.

On June 11, Holyoke oversubscribed its First Liberty Loan quota of \$2,000,000.

On Sept. 5, Holyoke's four men who formed the vanguard of Holyoke's representation in the National Army left for Camp Devens, Ayer.

On Sept. 24, mobilization of 104th Infantry, including D. Company of Holyoke, was completed at Camp Bartlett, Westfield.

Sept. 24, 135 men left for Camp Devens.

On October 29th, Holyoke oversubscribed its second Liberty Loan quota of \$4,000,000. Greek Orthodox Church was erected on Main Street.

Holyoke Kiwanis Club was inaugurated.

- 1918 —In May, 1918, Holyoke oversubscribed its third Liberty Loan quota.

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1875
1925

Carpenter Hospital opened on August 8.

On October 19, Holyoke oversubscribed the Fourth Liberty Loan by almost a million dollars.

On November 11-12. The Armistice was signed. Parades and big celebration held here.

Holyoke's quota was 3500 men in army, 500 men in navy and 70 women engaged in war work for government.

On November 19, \$227,487 was subscribed by Holyoke to the United War Workers' campaign.

1919 —On January 1, the two platoon system went into effect in the Holyoke Fire Department. March 24, the Second Congregational Church, at corner of Maple and Appleton Streets, was destroyed by fire.

On April 29, Company D., Holyoke's own, was mustered out at Camp Devens and returned to this city, where they were accorded a big welcome.

In April, Holyoke oversubscribed its quota in the fifth and last Victory drive.

Holyoke's contributions to war drives amounted to \$17,087,360.40.

The fire at Whitings Farm on Northampton Street occurred on October 3.

The Victory Theatre Building was erected at the corner of Suffolk and Chestnut Streets.

1920 —On May 26th, the Clarke Surgical Hospital was opened.

Safford Hall, Mount Holyoke College dormitory was destroyed by fire on March 8.

1921 —Strand Theatre was opened on February 28. The new Second Congregational Church to replace the one destroyed by fire at corner of Appleton and Maple Streets was dedicated on December 23.

The Judd Paper Company plant in Race Street was completely destroyed by fire on March 4.

1922 —Damages estimated at many hundreds of thousands of dollars was done when the dam imprisoning the waters of Langewalds Pond gave way and the water flooded Wilimansett, rendering hundreds of people homeless on July 18.

Women's Club was founded.

October 4 saw the motorization of the Holyoke Fire Department complete.

1923 —Damages estimated at \$30,000 were done by fire to a large barn at the Brightside Catholic Orphanage on January 2. Quick work kept the fire from spreading to the other buildings.

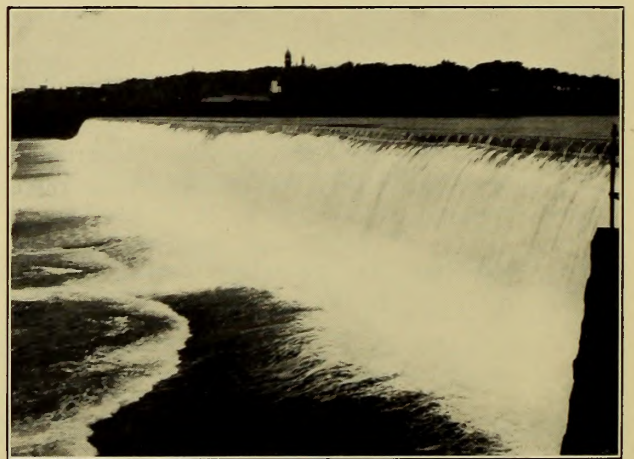
On January 13 the Chemical Paper Company purchased the land and buildings of the Holyoke Envelope Company in Main Street.

The Lions and Exchange Clubs were organized.

The Blessed Sacrament School on Northampton Street opened.

The Women's Municipal League was reorganized to become the Holyoke Women's Club.

August 31-September 3. Semi-centennial celebration of the City of Holyoke, with historical pageant, Anniversary ball and mammoth civic parade.



THE HOLYOKE DAM

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923

Commemorative Ode

BY ANNA M. LAPORTE

IN HONOR OF HOLYOKE'S FIFTIETH ANNIVERSARY

I

Splendor of encircling hills—rugged, crouching shapes,
Brooding patiently,
Heads sun-drenched or dark with rain or purpled with the haze;
Splendor of the silver river, tree-fringed, all its days
Flowing quietly;
Largesse this is that open-handed Beauty scattered long ago,
Scattered as the sower sows the seed—to bestow
Gifts—mountain-majesty and river's flow—gifts
Upon the radiant vale, where the young city lifts
Its deepening vision, in contemplation
Of a setting rare as that makes jewel richly glow.

II

But setting would be naught,
Had it not been fraught
With all that makes Life dear,
With human hope and fear,
Love, toil, and joy and grief,
And dreams beyond belief.

III

For the young city's history is not a book
Blood-stained—
Not rife,
With strife,
As many famed
In old-world mediæval tales; its annals look
Upon a past all starred with progress, feat of those
Who wrought
Not alone
In brick or stone
But sought,
Escutcheon high, to follow where the Spirit goes.

IV

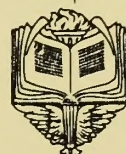
So to plan the clang of machine and whirr of the loom, that from the mill,
Brick-built, utilitarian, there be spun a silk as soft
As that once dyed in Tyrian purple; and so to fill
A vat with pulp, that there should come the paper—magic oft
With us repeated—
Paper many tinted
Rich as the vellum of yore;

V

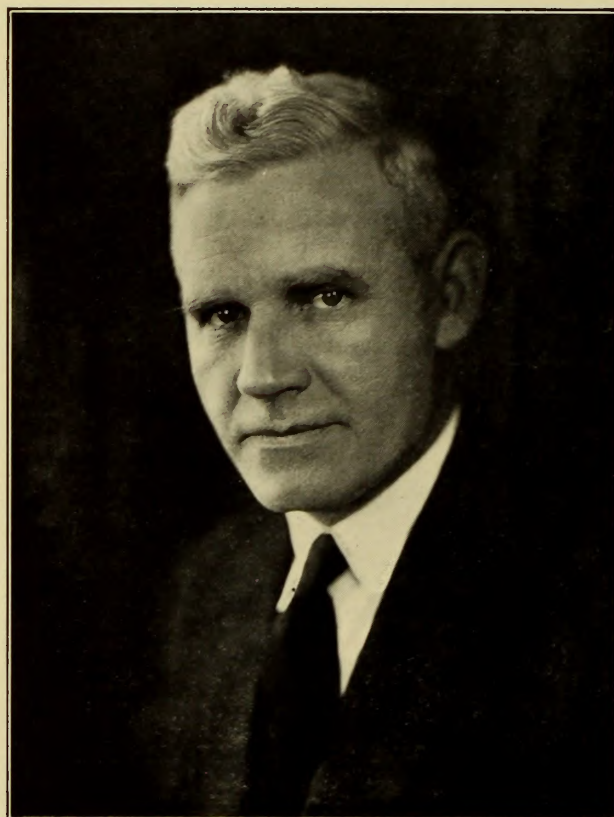
So to have built in the busy mart where Trade is plied,
There yet should rise our granite City Hall, like Giotto's tower,
Moon-ridden, star-sheen on it, burnished with setting sun, a guide
To the home-coming; so to have harnessed the mighty river with power;
To have thought of the rose;
Of organ-music—those
Are the fruits of the Spirit indeed.

VI

Then let us help Holyoke honor her history-makers,
For they have builded well;
Givers they were; we are the takers
Of legacies that spell
Reality,
Shot through and through, as gold in tapestry,
With the fair dreams of men.



HOLYOKE  OLD and NEW
FIFTIETH ANNIVERSARY

HON. JOHN F. CRONIN, MAYOR OF HOLYOKE, 1923.

PROGRAM OF EVENTS

Holyoke's Semi-Centennial Celebration

FRIDAY, AUGUST 31

8.00 P. M.

Old Fashioned Costume Ball, City Hall Auditorium.
Music by Wittstein's Orchestra of New Haven and
Bourassa's Orchestra of Holyoke.

Eight o'clock—Reception, with concert program comprising a melange of Old Airs, with instrumental solos by Bourassa's Orchestra.



HOLYOKE OLD and NEW

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Nine o'clock—General Dancing, featuring Old Fashioned Waltz, Fox Trot, Quadrille, and Two-Step.

Ten o'clock—Special attractions, directed by Mr. William F. O'Brien—

Colonial Waltz by the Misses Anna O'Brien, Mary Baker, Mary Cassidy, Alice Mason and Helen Hilberger. Swan Dance by Miss Johanna Goeckingk. Polka by Miss Helen Hilberger. "In the Days of Pompadour," a musical ballet. Characters: *The Prince*, Mr. John B. Reilly; *The Princess*, Miss Claire A. Sullivan; *The Masked Favorite*, Miss Viola Hobart; *The Medium*, Miss Dorothy Glidden; *Dancers*, the Misses Helen Crowley, Katherine Seward, Viola Hurley, Katherine Scannell, Mary Manning, Odenea Mitchell, Helen Laughrey and Agnes Manning. Spanish Tango by Miss Hilberger and Mr. O'Brien, assisted by the Misses Mason, Cassidy, O'Brien and Baker.

Eleven o'clock—Grand March and Waltz. Music, combined Orchestra.

Eleven-thirty o'clock—Dancing. Two-Step, Paul Jones and Virginia Reel. Luncheon, followed by general dancing.

8.00 P. M.

Block Dance—Brown avenue between Laurel and Willow streets. Special attractions at 8 o'clock.

Music by American Legion Band.

Block Dance—Dwight street between Beech and Linden streets. Special attractions at 9.30 o'clock. Music by City Band.

(Special attractions are the same as presented at Costume Ball)

SATURDAY, SEPTEMBER 1

10.30 A. M.

Firemen's Muster Parade.

11.30 A. M.

State Constabulary Drill on Maple Street Playgrounds.

1.30 P. M.

Firemen's Muster Payout on Maple Street Playgrounds.

3.00 P. M.

Historical Pageant — "Holyoke's Life and River" —in honor of Holyoke's Fiftieth Anniversary as a City. At Crafts Hill, Northampton and Dwight streets. (See page 47 for details.)

8.00 P. M.

Block Dance—Maple street between Essex and Appleton streets. Special attractions at 9.30 o'clock. Music by City Band.

Block Dance—Sargeant street between Bridge and Summer streets. Special attractions at 8 o'clock. Music by American Legion Band.

(Special attractions are the same as presented at Costume Ball)

(General dancing at all Block Dances is from 8 to 11 o'clock)

8.00 P. M.

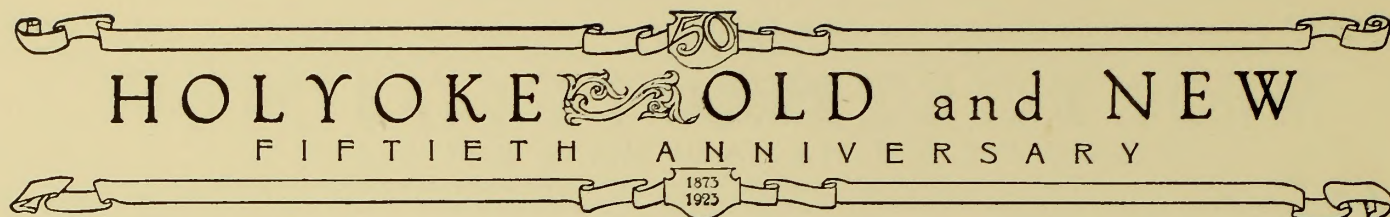
Historical Address and Picture Display in City Hall Auditorium, Mayor John F. Cronin presiding. Program opens with the singing of "America" by the audience, led by a quartette. Introductory address by the Mayor followed. Then, a selection by the quartette, following which the Historical Address was delivered by Rev. E. B. Robinson, Pastor of the Grace Congregational Church. Another selection by the quartette preceded the Picture Display, each slide described by Atty. E. J. Stapleton. The program was concluded with the singing of "The Star Spangled Banner" by the audience, led by the quartette.

SUNDAY, SEPTEMBER 2

CHURCH DAY

Morning

Pastors of the churches of the city had been requested to make mention, at their morning services, of the



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

city's celebration and to draw attention to the great contribution which the church has made toward the upbuilding of our city and to give a short history of the growth of the church.

2.00 P. M.

Groups of singers with speakers will visit the City Hospital, House of Providence Hospital, the Aged People's Home, the City Farm and the Tuberculosis Hospital.

2.00 P. M.

Band Concert at Hampden Park.

3.00 P. M.

Tribute to Holyoke's War Heroes. Brig.-Gen. Alfred F. Foote, with military escort and representatives of the Grand Army, Spanish War and World War Veterans, will place a wreath at the Soldiers' Monument in Hampden Park, with a few appropriate remarks, and a male quartette will sing "Tenting Tonight." Then, another wreath will be placed at the World War Memorial at City Hall, where the quartette will sing "Soldier's Farewell" and taps will be sounded by World War Bugler George Boldway.

3.30 P. M.

Band Concert at Crafts Hill by 104th Regiment Band.

4.30 P. M.

Patriotic Massmeeting at Crafts Hill, Mr. Joseph A. Skinner presiding. The speakers will be Mayor John F. Cronin, Maj.-Gen. Clarence R. Edwards (retired), Rev. John F. Griffin and Rev. Dr. Robert Russell Wicks. Music by a Male Chorus of several hundred voices.

7.00 P. M.

Band Concerts in various parts of the city.

8.00 P. M.

Organ Recital by William Churchill Hammond in the Second Congregational Church.

9.00 P. M.

Chimes Concert. Playing of old hymns on chimes of the Sacred Heart Church.

MONDAY, SEPTEMBER 3

Civic Parade. Line of march: Parade forms on Suffolk street and marches to Chestnut, to Lyman, to High, to Hampden, to Maple, to Appleton, to High, to Cabot, to Park, to Hamilton, to Race, to Appleton, to High, to Sargeant, to Maple, to Essex, disbanding on Essex street. Mr. P. M. Judd is Marshal of the parade. There are nine divisions, with a large number of prizes to be awarded.

1.30 P. M.

Track and Field Athletic Contests at Springdale Park. Mr. John Whalen, Director of Games. Open men and women events.

Track and Field Athletic Contests at Hampden Street Playgrounds. Mr. R. B. Simmons, Director of Games. Boys' and girls events.

Band Concerts at Springdale Park and Hampden Street Playgrounds.

3.30 P. M.

Baseball Game. At Prospect Street Playgrounds, between Industrial and City League champions.

Soccer Contest. At Falco Field, between Falco and Holyoke Athletic teams, for championship of the city.

Hurling Contest. At Springdale Park.

Dedication of Crafts Field. At Dwight and Northampton streets.

4.30 P. M.

Gaelic Football Game. At Falco Field.

8.00 P. M.

Band Concert. Prospect Street Playground.

9.30 P. M.

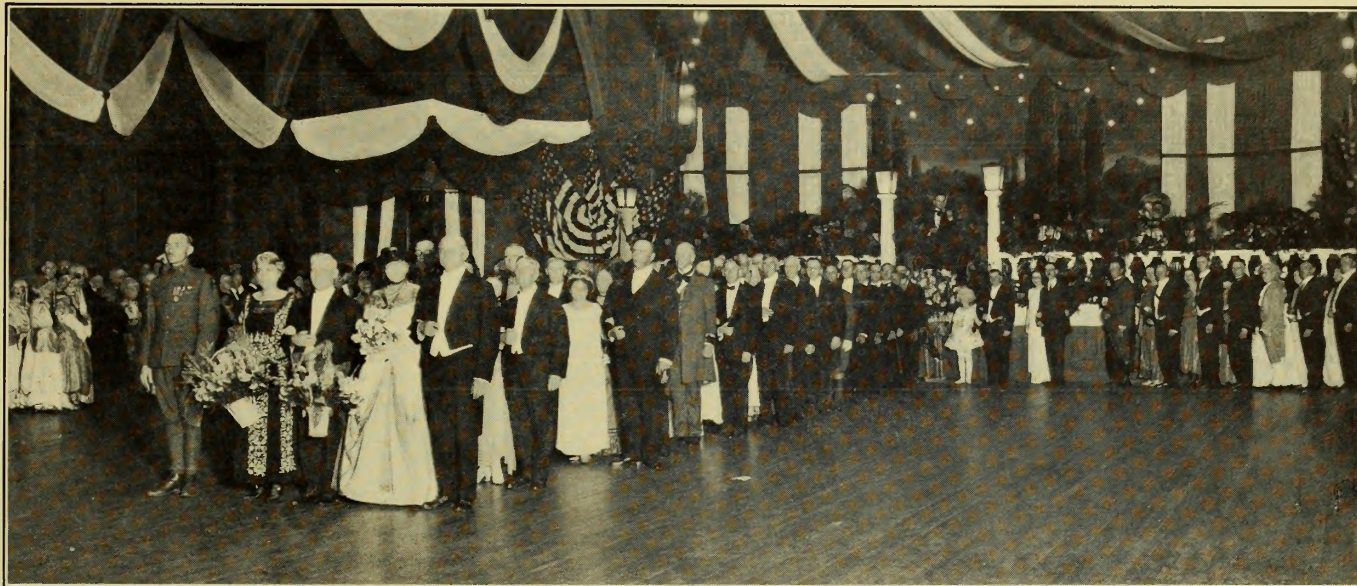
Fireworks Display. Off Prospect Street Playground



HOLYOKE OLD and NEW

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1873
1923



THE GRAND MARCH AT OLD-FASHIONED COSTUME BALL.

STORY OF THE CELEBRATION

When inspiration touches a great moment it becomes eternal; something is born of it that enriches posterity. France, prostrate at the Marne, gave history one of her grandest climaxes. The most notable achievement in the brief but full-lived history of Holyoke was that in the observance of her Semi-Centennial she found more than a boast, more than a record of fifty years—one might say that she found herself. This new consciousness was the predominant topic of conversation among her citizens for days after the banners of celebration had been removed and folded away and the normal course of life resumed. Holyoke as a city of industry and progress had much to show for her fifty years but Holyoke as a civic personality was born with the celebration.

This discovery of self was due, no doubt, to the spirit in which the Semi-Centennial was planned and the character of its many features. It might

easily have fallen into a succession of frivolities with no rich results, or a pageantry of boastfulness which would be blind to greater things. But it was an observance of dignity, touched with idealism, enlivened with the neighborly spirit of the block dance, proud in the achievements displayed in its parade, realizing its progress through the medium of its beautiful pageant, dwelling in the spirit of its founders at the old fashioned costume ball, finding its moment of exultation at the impressive showing of fireworks and deepening in abiding faith in the efficacy of religion at its manifold places of worship on Sunday.

Thousands of visitors from neighboring communities, and tourists from greater distances, entered Holyoke during the four days of her Semi-Centennial and were fascinated by that mystic undercurrent which inspired the observance. It was estimated that seventy-five thousand witnessed the parade and

HOLYOKE OLD and NEW

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marveled at the splendid response of the one hundred and fifty-five organizations which participated in it. The parade, perhaps more than any one other feature, gave evidence of the change that was taking place in the community, for its floats put forth with a fine artistry the humanitarian activities and the noble motives of these many units that compose the city.

The opening event of the celebration was the Old-Fashioned Costume Ball, held in the City Hall auditorium. This was essentially a home affair, with all classes and quarters of the city represented and many of the native Holyokers, returned for the occasion, renewing old friendships. Here young met old and recollections of many such events in the historic auditorium crowded the fifty years into a few hours. The costumes were for the most part Colonial and middle Nineteenth Century in designs. Many of the

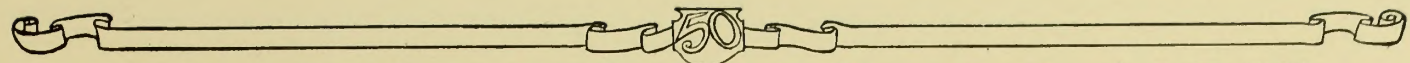
men wore the uniforms of the Grand Army of the Republic, comingling those stirring days in the Nation's history with the present aftermath of the great World War.

The auditorium was decorated after the fashion of a great canopy, with streamers of gold and white—the anniversary colors—converged at an old-fashioned lantern, suspended from the center of the ceiling. The stage was handsomely decorated with ivy and flowers and on either side were lanterns bearing the anniversary dates "1873", "1923." In the rear of the stage was a Colonial garden, reproduced to give the effect of stars twinkling in the back ground of sky. The hall was lined on both side with boxes, draped in the gold and white color scheme, and cut flowers, rugs, davenports and reclining chairs gave



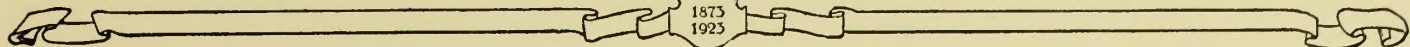
PRIZE WINNERS AT COSTUME BALL

(LEFT TO RIGHT)—MRS. HENRY F. McELWAIN, MISS ALICE ROBERT, MRS. EDGAR NEWTON, MRS. J. F. C. FORSTER, JOSEPH A. SKINNER, MISS LAURA DWIGHT, MRS. HENRY S. HOUSTON, MRS. WILLIAM SKINNER, 2ND., MRS. GUS GLESSMAN, MISS MARGARET CRONIN.



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the whole scene a brilliance such as had never been seen in the auditorium before.

The box holders were Mrs. A. J. Osborne, Mrs. Joseph A. Skinner, Mrs. W. G. Dwight, Mrs. Robert Ramage, Mrs. Frank H. Metcalf, Mrs. Henry E. Houston, Mrs. Henry E. McElwain, Mrs. Conrad Hemond, Mrs. W. F. Whiting and Mrs. S. L. Wilson, and all entertained a number of guests.

From 8 to 9 o'clock there was a reception and in the receiving line with Mayor John F. Cronin were George T. Pearsons of New York, son of Judge W. B. C. Pearsons, the first mayor of Holyoke, and Mrs. Pearsons, Congressman Allen T. Treadway and Mrs. Treadway, former-Mayor N. P. Avery and Mrs. Avery, former-Mayor John H. Woods and Mrs. Woods, Brig.-Gen. Alfred F. Foote, head of the State Department of Public Safety and Mrs. Foote.

Two orchestras provided the music, Bourassa's of Holyoke and Wittstein's of New Haven. During the reception the orchestras played a concert program comprising a melange of old airs, with instrumental solos by Bourassa's orchestra. As the guests entered they were presented choice souvenir programs by McMillan McElwain and Edward Pellissier, both boys being dressed in court page costumes. They were then escorted to their places by the ushers who were George Osborne, Malcolm Mackintosh, Edward O'Connor, Jr., Philip O'Brien, P. A. Coughlin, John Kurnik, Paul LaFrance, Wallace Smith, Dan Jenks, J. E. Cheney, Stuart Russell, Julius Scheibel, Theodore Ludlum and Capt. Wallace A. Choquette.

Mr. Pearsons took the part of his father and bore a remarkable resemblance to his distinguished parent. He wore the sideboards of the vogue of 1873 and being of the same height and weight as Judge Pearsons, old timers were struck by the similarity of appearance.

At 10 o'clock, a group of young women, under the direction of William F. O'Brien, gave a series of dance numbers which were very prettily executed.

Among the couples who danced at the ball were Mr. and Mrs. George W. Berry, who danced at the

inaugural ball in 1873. Their taking the floor encouraged many of the older couples present to follow suit and dance the waltzes so popular in their heyday.

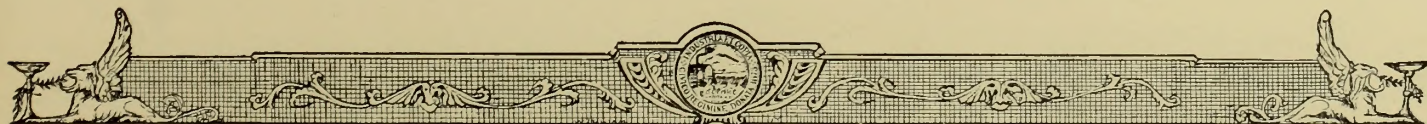
One of the oldest Holyokers present was John S. McElwain, aged 95 years.

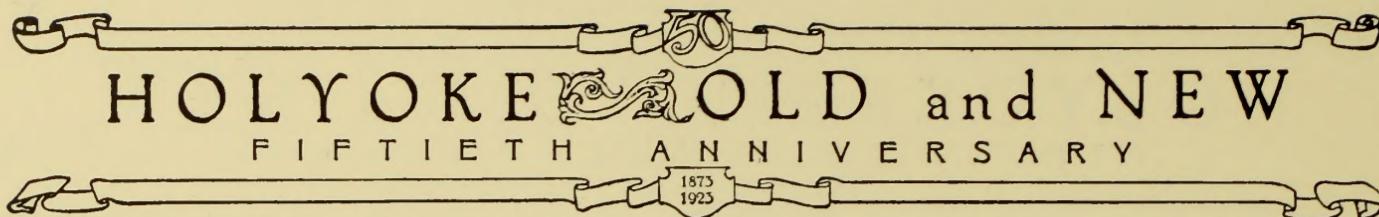
Refreshments were served under the direction of Manager P. J. Behan of the Hotel Nonotuck.

The grand march was led by Mayor John F. Cronin and Mrs. Allen T. Treadway, followed by Mrs. Allen T. Treadway and Mrs. Henry E. McElwain, chairman of the ball committee. Then came Brig. Gen. A. F. Foote and Mrs. Foote and the other honored guests. Old and young united in the march and it was a wonderful display of beautiful gowns of the past and present. The march was directed by William F. O'Brien.

Previous to the march there were short addresses by Mayor Cronin and Congressman Treadway, President A. J. Osborne of the Chamber of Commerce presenting the speakers. The Mayor remarked on the wave of enthusiasm and spirit noted within the few days preceding and the fact that many former residents of the city returned to further arouse the general interest in the affair.

Ten prizes were awarded for the best costumes, the awards being made at 1 o'clock. First prize went to Miss Alice Robert, and the others were awarded in the following order: Mrs. Edgar Newton, Mrs. J. F. C. Forster, Miss Laura Dwight, Mrs. Henry S. Houston, Mrs. William Skinner, Mrs. Gus Glessmann and Miss Margaret Cronin, the young daughter of Mayor Cronin. The prize for the men was awarded to Joseph A. Skinner. The announcement of the prizes was made by Col. Walter Scott of New York and Holyoke, chairman of the committee. The other judges were Mrs. George T. Pearsons, Miss Warren and former-Mayor Avery.





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Old Fashioned Costume Ball Committee

Mayor John F. Cronin, Honorary Chairman
 Mrs. Henry E. McElwain, Chairman
 A. J. Osborne, Chairman Reception Committee
 Mrs. Henry S. Houston, Chairman Invitation Committee
 Mrs. Ray Corser Duquenne, Chairman Music Committee

William F. O'Brien, Chairman Special Attractions
 Henry J. Toepfert, Chairman Decoration Committee
 George R. Osborne, Head Usher
 L. D. Pellissier, Floor Director
 P. J. Behan, Refreshments.

General Committee on Costume Ball

Miss M. Adele Allen	Mrs. Russell W. Magna	Miss Elizabeth Skinner	George S. Lewis
Mrs. A. C. Bagg	Mrs. George W. Messier	Mrs. Paul Stursberg	Judge Thomas Lynch
Dr. Julia Bauman	Mrs. James F. Mullin	Mrs. F. E. Taylor	Theodore Ludlum
Miss Katherine Bunyan	Miss Leila Newton	Mrs. C. H. Tower	Malcolm Mackintosh
Miss Agnes Cadieux	Mrs. Edward O'Connell	Miss Harriet Webber	Jens J. Madsen
Mrs. K. R. Charlton	Miss Edith Osborne	Harry E. Ballard	Arthur A. Marcell
Mrs. R. W. Chase	Mrs. George E. Pellissier	Milton Baum	Frank P. McGuire
Mrs. Philip Clarke	Mrs. Robert A. Ramage	John S. Begley	M. M. S. Moriarty
Miss Theresa Corser	Miss Alice Robert	P. J. Behan	James F. Mullen
Mrs. Stanley C. Cox	Mrs. Arthur Ryan	R. W. Chase	Philip O'Brien
Mrs. R. C. Duquenne	Mrs. W. P. Ryan	J. E. Cheney	William F. O'Brien
Mrs. W. G. Dwight	Miss Mary C. Sheehan	T. S. Childs	Frank O'Connell
Miss Laura Dwight	Mrs. A. F. Sickman	Wallace Choquette	Edward O'Connor Jr.
Mrs. I. H. Farr	Mrs. Wm. Skinner 2nd	Paul Clark	Archie J. Osborne
Levi Fay	George R. Osborne	Stanley Cook	William Skinner 2nd
Miss Lillian Fay	Harry Partridge	P. A. Coughlin	Wallace Smith
Mrs. B. Feinstein	L. D. Pellissier	James Demetrious	Chauncey A. Steiger
Mrs. J. F. C. Foerster	Dr. W. J. Powers	Dr. Thomas A. Dillon	William Stewart
Miss Gertrude Franz	Joseph Prescott	Dr. J. F. C. Foerster	J. F. Sullivan
Miss Katherine Franz	E. C. Purrington	John Hazen	Henry J. Toepfert
Mrs. E. H. Friedrich	Joseph F. Ranger	Ray Heidner	Herbert Towne
Miss Esther M. Greeley	Stuart A. Russell	Conrad Hemond	Richard Towne
Miss Lucy Hickey	Dr. W. P. Ryan	A. E. Hemphill	James H. Wakelin
Mrs. Henry S. Houston	Filipo Santoro	John James	Richard Weiser
Miss Janet King	Julius A. Scheibel	Daniel A. Jenks	Sidney E. Whiting
Miss Catherine McCormick	George R. Sinclair	John R. Kurnik	William Whiting
Mrs. Henry E. McElwain	Mrs. William Webster	Paul La France	John Zielinski



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

“HOLYOKE’S LIFE AND RIVER”

The history of Holyoke was eloquently enacted on the second day of the celebration, when the Historical Pageant, written and directed by Emily T. Thompson, was presented in the great amphitheatre of Anniversary Field. Hundreds of men and women, representative groups from the social, mercantile, fraternal and industrial units of the city, participated in a gorgeous spectacle which was witnessed by many thousands of people.

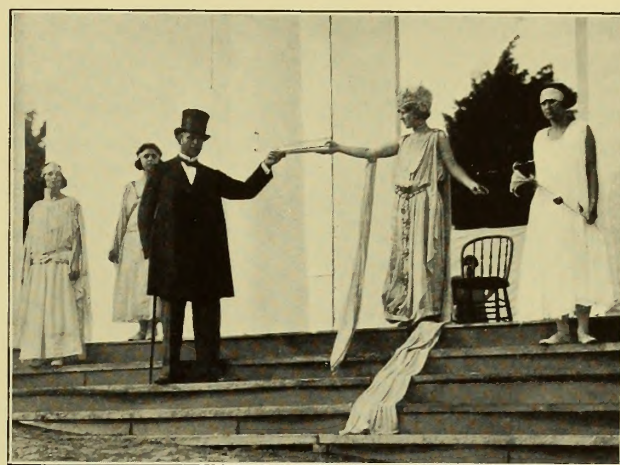
The sloping hillside formed an excellent position of vantage, affording all a clear view of the outdoor stage, set on a knoll across the field.

The Pageant lasted several hours, events following each other in chronological sequence, and so well arranged and adeptly enacted was it that the vast throng remained to the very end, their interest sustained throughout.

A great deal of preparation went into the making of this successful visualization of Holyoke’s history. For weeks the various groups participating met either at the City Hall, or in their own quarters, almost daily, and under the tutelage of Miss Thompson and Prof. P. H. Kelly, dancing instructor, they acquired a finesse of performance that was truly remarkable when all the various units were united in the great production.

No feature making for the success of the production was omitted. Beautiful costumes, exact as to the detail of the prevailing style of their day, gave a kladeidoscopic history of the past fifty years as well as a symbolical resume.

Holyoke’s great moments, such as those which attended the Spanish-American War and the World War were admirably expressed and her gradual



FIRST MAYOR OF HOLYOKE RECEIVING CHARTER.

development to a great industrial city was told with romantic feeling and imaginative background. The coming of the various national groups which go to make up the cosmopolitan city, was depicted by members of those groups and one of the most charming demonstrations in all the pageant was the various folk dances, presented with the accuracy and feeling of those who had danced them in their native villages in Europe. These groups were brought on in the sequence of their arrival in Holyoke.

Michael J. Greaney, principal of the Joseph Metcalf school, directed the entrance and exit of the various groups. The elaborate program was carried out without a hitch, a professional smoothness added much to the continuity of interest.

The Pageant

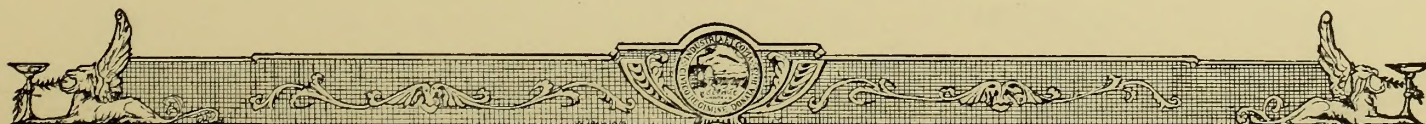
WRITTEN AND DIRECTED BY EMILY T. THOMPSON


Mrs. Frank H. Metcalf, Committee Chairman

P. H. Kelly, Director of Dances

Miss Mary Kelly, Director of Symbolic Dances

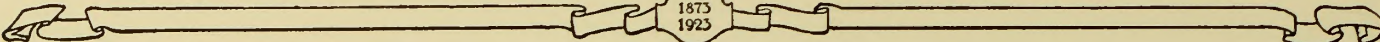
From the traditions of the Past, may we as a community recreate old ideals and give them a new beauty of spirit, as lovely as the hills which overshadow us and as strong as the mighty river which has given us our motto, “*Industria et Copia*”.





HOLYOKE OLD and NEW

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PROLOGUE

At the foot of lovely hills the long river flowed,
its mighty strength undisturbed by man.

Scene 1. River. Indian Encampment.

Personnel:

Uncas and Wampanoag Tribes of Red Men.
Howah and Indianola Councils, Daughters of Pocahontas.

(NOTE.—The River is represented as part of the landscape. Here along the banks of the "Long River" the Indian hunted and fished; here he camped and held his councils until Civilization, heralded by the Pioneer Spirit, caused his race to vanish. No authentic historical events can be definitely associated with this vicinity. Therefore the treatment of the scene is symbolic.)

Scene 2. Coming of Civilization—Symbolic Dance.

Personnel—Members of Telephone Exchange.

Solo Dancer—Miss Mary Kelly

Pioneer Spirit—Michael Granfield.

Scene 3. Tableau—The End of the Trail.

Indian Chief—M. Feinstein.

INTERLUDE I

Dance—The Spirits of Agriculture

EPISODE I

Scene 1. The Naming of Mt. Tom and Mt. Holyoke.

Personnel:

Dr. Frank Holyoke, assisted by members of the Kiwanis Club
Chorus—Holyoke's Oratorio Society.

(NOTE.—Holland's legend, which is considered authentic, states that two parties were sent out from Springfield under the direction of Col. Elezior Holyoke and Rowland Thomas. Upon reaching Hockanum Ferry the parties named the mountains, one Mt. Thomas and the other Mt. Holyoke.)

Scene 2. The Coming of the First Settler.

(NOTE.—The first settler was one Patrick Riley by name, from whom the name Ireland Parish was derived. He married one of the Ely family.)

Scene 3 (a). Eunice Day Sending Her Sons to the Revolutionary War.

Eunice Day—Mrs. Ellen Alderman Foster.

Personnel—Descendants of Eunice Day.

(NOTE.—Eunice Day sent four sons to the Revolutionary Army. A fifth son, aged 14, died while carrying supplies to Ticonderoga.)

(b). Spirit of '76 and Minute Men.

Personnel:

Spirit of '76—1923 Americanization Class.

Minute Men—Rotary Club and Masonic Associations

Scene 4. The Old Fashioned Singing School.

Personnel:

Leader, Edwin Chase, and Members of Oratorio Society

Scene 5. Stage at Crafts Tavern.

Personnel:

Descendants of Ely, Day and Crafts Families.

Business and Professional Women's Clubs

Lions and Exchange Clubs.

INTERLUDE II

Virginia Reel.

EPISODE II

Scene 1. The Runaway Slaves.

(Note.—Holyoke was part of the underground route which the Slaves used as a means of escape.)

Scene 2. Call to Arms—Civil War Soldiers.

Personnel—Sons of Veterans. Eagles

"Battle Hymn of the Republic."

INTERLUDE III

Symbolism of the River—showing the course of the
River and the formation of the Dam.

Personnel—Holyoke's School Children, Parochial and Public.
(Costumes for Dam provided by Holyoke Water Power Co.)

EPISODE III

The Making of a City

Scene 1. The Birth of Industry.

Miss Florence Woods.

The Old World brings her Casket of Jewels to the New World.
Old World—Mrs. Adolph Franz.

New World—Miss Margaret O'Connell

Scene 2. The Coming of Peoples.

From every race they came, eager to weave into the warp
of old traditions the golden thread of large opportunities and
new ideals.

(a) Irish: Irish—Erin—Spirits of Poetry and Imagination.

Groups of Citizens. Irish Dancers

(b) English: Columbia, Britannia and Canada, Uncle Sam and John Bull, Shakespeare and His Family.

Personnel—American-British Federation.



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The Magna Charta.

Personnel—Sons of St. George

Shepherdess Dance.

Personnel—Daughters of St. George.

- (c) Scotch: Robert Burns and Highland Mary,
Walter Scott and Mediaeval Knights.

Holyoke Kiltie Band. Scotch Dances

- (d) German: Spirit of Music—Richard Wagner,
Sebastian Bach; Folk Songs and
Pyramids.

- (e) French: Early French Settlers in Holyoke.
French Pavane.

- (f) Polish: Spirit of Liberty—Gen. Kosciusko.
West Point, and Gen. Pulaski, Fath-
er of American Artillery.

Group of Citizens. Polish Dancers.

Tableau—Wheel of Industry.

"America the Beautiful"

INTERLUDE IV

Holyoke, Accompanied by Civic Virtues, Receives the
Charter.

Civic Virtues: Justice, Hope, Charity, Patriotism, Purity,
Faith, Co-operation, Prosperity, Industry.

First City Government.

Personnel:

Holyoke—Miss Adelaide Avery.

Civic Virtues—1923 Americanization Class.

Members of K. of C. Elks. Old Holyoke Citizens.

(Note.—Mayor Pearsons represented by his son, George
Pearsons.)

EPISODE IV

Science

Scene 1. Progress Approaches, Accompanied by
Science, Opportunity and Labor.

Progress—Miss Gertrude White

Opportunity—Miss Hannah Thompson.

Science—Miss Edith Osborne.

Labor—Mrs. Everett Briggs.

Scene 2. Development of the Textile Manufactures—

Cotton, Silk and Wool

Processional:

Athena, Goddess of Distaff.

Penelope with the Loom.

The Puritan Maiden with Her Spinning Wheel.

Artisans with Loom.

Artisans with Cloth.

Group from Silk Industry

Group from Thread Industry.

Dance of the Weavers.

Personnel—Farr Alpaca, Skinner, and American Thread Mills.

Scene 3. Development of the Paper Trade.

1. Processional—Evolution of Writing:

The Age of Baked Clay Tablets—Babylonian.

The Age of Papyrus—Egyptian.

The Age of Wax Tablets—Greek.

The Age of Parchments—Roman.

The Scribe of Bagdad.

The Age of the American Indian

Personnel—White & Wyckoff Co Employees

2. Processional—Evolution of the Book:

Mediaeval Period—Colonial Period—Modern Period.

Binding—Paging—Modern Office.

Personnel—National Blank Book Co. Employees.

Dance—Symbolizing the Modern Method of Making Paper.

White & Wyckoff Co., National Blank Co., American Tissue
Co. and Whiting Paper Co. Employees.

INTERLUDE V

War Sweeps Over the Old World

EPISODE V

Scene 1. Court of America with Justice and Freedom

America—Mrs. Esther Sears Lynch.

Justice—Mrs. Sarah Hallet Ramage.

Freedom—Miss Eleanor O'Brien

Scene 2. The Appeal of the Allies—France, Belgium
and Britain.

France—Miss Estelle LaFrance.

Belgium—Miss Ruth Clark

Britain—Mrs. Helen Stursberg

Scene 3. Holyoke Answers the Call.

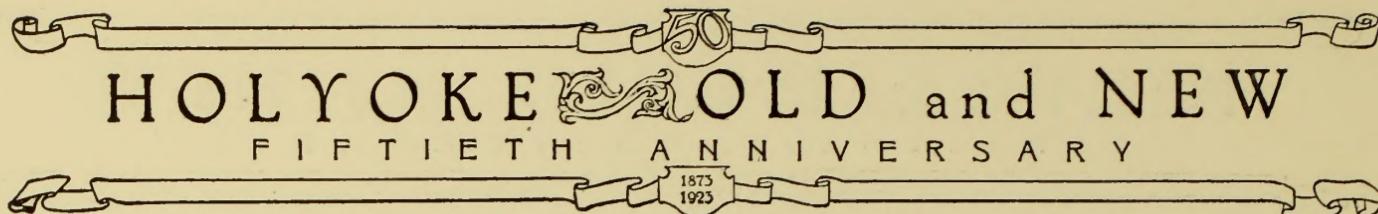
At the call of Humanity, Holyoke, accompanied by the
Civil War Veterans and the Spanish War Veterans, sends
forth the Glory of Her Youth.

Personnel:

Civil War Veterans.

Spanish War Veterans.

World War Veterans.



HOLYOKE OLD and NEW

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Scene 4. Holyoke's Civic Record.

Tableau The Greatest Mother, Surrounded by

Holyoke's War Workers.

Red Cross formed by Junior Red Cross

The Greatest Mother—Mrs. J. F. C. Forster

Soldier—Theodore Ludlum

Sailor—James Byrnes.

Personal:

House of Providence Nurses.

City Hospital Nurses.

Doctors.

Young Men's Christian Association.

Knights of Columbus.

Young Women's Christian Association.

N. C. W. C.

Girl Scouts and Boy Scouts.

Coming of Victory.

Victory—Miss Margaret Miner.

Dance of Victory.

Coming of Peace

Peace—Miss Edith Harkness.

Apremont Brings Gratitude to Holyoke.

Apremont—Miss Martha Skinner.

Coming of Memory, Bearing Wreaths for Holyoke's Honored Dead.

Memory—Miss Helen MacGregor.

Taps

FINALE

The Enthronement of Holyoke, Upheld by Religion, Law, Education and Labor.

Religion—Miss Laura Dwight.

Education—Miss Katherine Franz.

Law—Philip O'Brien.

Labor—Lawrence Leonard.

Through the sweetness of Religion, the broad experience of Education, the dignity of Labor and the majesty of Law, we, the Citizens of Holyoke, pledge ourselves to create a new beauty of spirit for the Future Holyoke.

Children led by the Rosary Drum Corps and the Brightside Band, followed by all those taking part in the Pageant.

Music by the Oratoria Society, American Legion Band, Bourassa's Orchestra, Holyoke Kiltie Band, Brightside Band, and Rosary Drum Corps.

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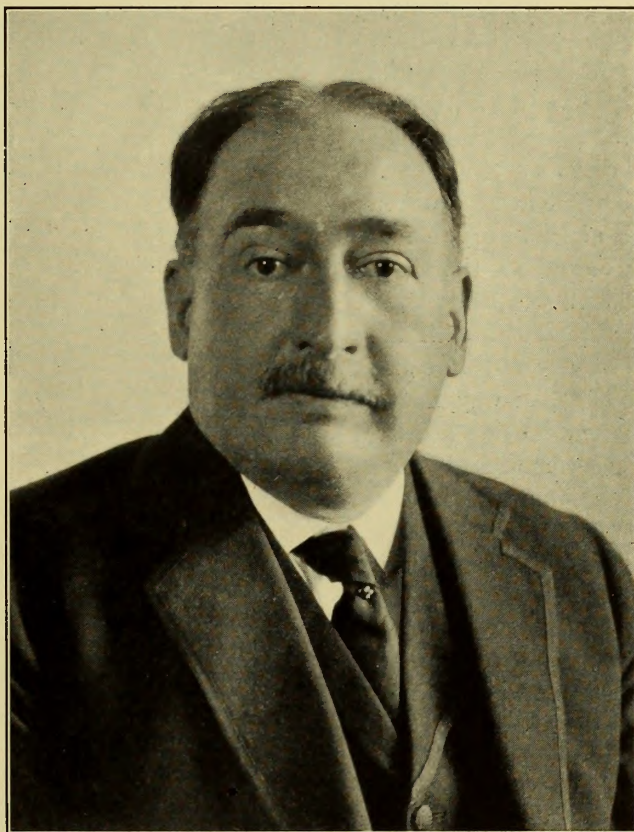
Mrs. Helen O'Connell Moriarty



HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY

1873
1923



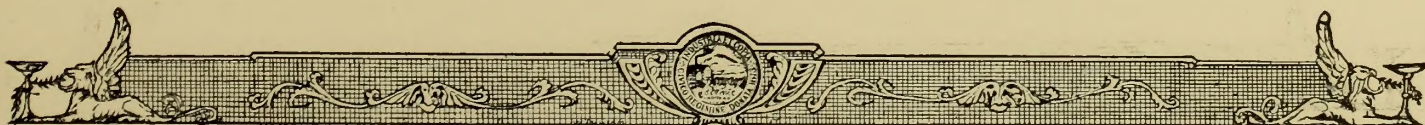
Historical Address By Rev. E. B. Robinson


CONTRASTING CELEBRATIONS

In recent weeks certain prominent New England communities have made a business of honoring their past. NORTHFIELD and DEERFIELD, neighboring ancient settlements; PORTSMOUTH and GLOUCESTER, down by the Atlantic, have worthily observed their long and often adventurous past. The names cited suggest pioneers, that dared scalping by the tomahawks of prowling Mohawks, or rovers that risked their lives on crudely charted seas. We boast no records, aged with yellow. Holyoke's history as a

town lasted but twenty years plus three, before our incorporation as a City. Pathmaking through the lurking forest is not our story; landing on a stern and rockbound shore is not our tale. Our pioneers used logs for a dam, not for cabins.

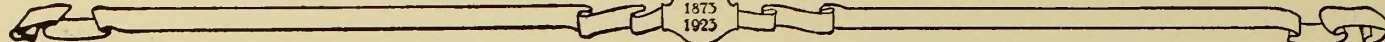
The leaders whom we praise were men of ideal aims, business-like methods, sportsmanlike principle, exercising their daring and their cunning in a manufacturing age, an age of forceful, highly developed machinery, an age of high stakes and high winnings or losings.





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OUR THEME IS MODERN

Our brave men are moderns. Though but one of the grand old oaks, John S. McElwain,—ninety-five years old on March 17, 1923,—who braved the storms of our early years, giants in industrial development,—is standing still, yet we are in a general way, very much part of their years and their experiences. No ancient fame rocks us to dreams; no ancient tradition binds us. Holyoke is fresh woven on the loom of time. Our streets are not perpetuated cowpaths. Our City was laid out after time and experience had become generous with wisdom. Even the date which we celebrate was not born until the surrender of Appomatox was a sturdy lad of eight. The Spanish American War is our half-way house. Sprinting has done much to overcome so late a start. We began our life as a separate community, at a time when many New England cities and towns had already enjoyed one hundred, two hundred or often still many more years of corporate life, years which had given time for sturdy rootage.

"A CITIZEN OF NO MEAN CITY"

In all literature, no phrase containing the word "city" is more famous than the boast of St. Paul, declaring that he is "a citizen of no mean city." His pride is closely related to our pride. His city, Tarsus, had its river Cyndus. His river Cyndus broke through a cleft in the Taurus mountains. His city Tarsus, was a rich and influential business center. In a word the phrase "citizen of no mean city" is born of a busy, industrial city, with a powerful river, and with noble mountains as a background. People came from afar bringing their glory and pride into this city of St. Paul's affection. It was most cosmopolitan. How readily then, does his phrase of love come to our lips.

A CITY TALE

Dr. Johnson, Oliver Goldsmith, Dickens, Thackeray, are suggestive of our modern fondness for cities as places of residence. Charles Lamb said, of London, "I often shed tears in the motley Strand from fullness of joy at so much life." It is a shoddy phrase, that phrase which prates "God made the country, and man made the town." It is God Him-

self who makes the city the most inevitable institution of our modern community life. The great problems of democracy and of religion must be solved in our cities. It is of profound meaning that already Holyoke has been a city, more than twice as long as she was a town. More than two-thirds of our corporate life has been spent as a city with clear headed planning from the start for a modern and large industrial city. We were planned to be a city. Here no other dream was ever cherished than of building a busy industrial city.

FOUNDATIONS THAT CANNOT BE SHAKEN

Fifty toiling years have given us that industrial civic self-respect, that industrial civic pride, that belief in industrial civic righteousness, which are granite foundations for the yet nobler Holyoke which another generation will celebrate fifty years from now. Holyoke offers many worthy suggestions as to what the ideal industrial city of the future shall be. Were all our streets noble parks, were all our buildings palaces, Holyoke would not grip our love as it does today; unless our civic ancestors had been as they were, men of faith,—industrial, civic, religious. To an extraordinary extent Holyoke has been a church-going city. To an extraordinary extent Holyoke has practiced the spirit of true democracy. Our industrial leaders have been mostly warp of our warp, woof of our woof, sharing the church, fraternal and other social life of the community, without "fuss or feathers."

EDITOR GRIFFIN'S TRIBUTE

Mr. Solomon Griffin in his recent book "*People and Politics*" speaks of Holyoke in her beginnings as a city, and this is his important testimony. "It was good for the soul to take note of the heads of important manufacturing interests, who did not take the afternoon trains for homes in Springfield. These men lived in the "Paper City", shared in its problems, and bent their backs to the task of solving them. They sacrificed much to make Holyoke a good place in which to live and do business, and the results achieved are to be measured by the difficulties overcome. That which was accomplished by these pioneers, has been an incentive to those who came after them. In few cities are the agencies for community



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service better organized and sustained." These kindly words are true as they are welcome.

THE HOLYOKE WATER POWER COMPANY

The local leadership of this corporation is a cause for profound satisfaction, and a wiser attitude toward the public paves the way to a fairer appreciation of the really invaluable services of this concern.

During the past fifty years this Company has spent in laying out streets, in grading, and in building bridges, about \$500,000. Its hydraulic extensions, including the new dam, cost \$881,401. When electric extensions now contracted for are completed the Company will have spent for them \$1,355,417. Nine thousand horse power were generated in 1873, while the hydraulic power now amounts to 35,000 horse power.

During the past few years, the Company has sold for mill sites, business blocks, and residential purposes thirty-eight parcels of land containing 1,465,085 square feet, and it owns some 17,500,000 square feet less than in 1873. Steps have been taken which will eventually lead to the reclaiming for factory sites of all of the land above the dam between the so-called "Island" and the Boston & Maine Railroad.

In addition to furnishing water power to the mills of the city, the company has since 1906 generated electric power from water that would otherwise have been wasted over the dam or from its canals.

The demand of the mills of the City of Holyoke for water to be used as power in turning the wheels of industry is the equivalent of a constant flow of 18 inches in depth over the great dam.

If all the rain and snow which falls on the entire area of the City of Holyoke for one year could be put into the canals it would last only five days. Ashley Pond, one of the sources of domestic supply for the City of Holyoke, would be emptied in four hours.

During the past fifty years the Holyoke Water Power Company has given to local charitable, educational and religious organizations 179,767 square feet of land.

Our invaluable playgrounds owe much to a generous attitude on the part of the Company. The

splendid dam, still called "new" although built nearly a quarter-century ago brought national fame to Holyoke.

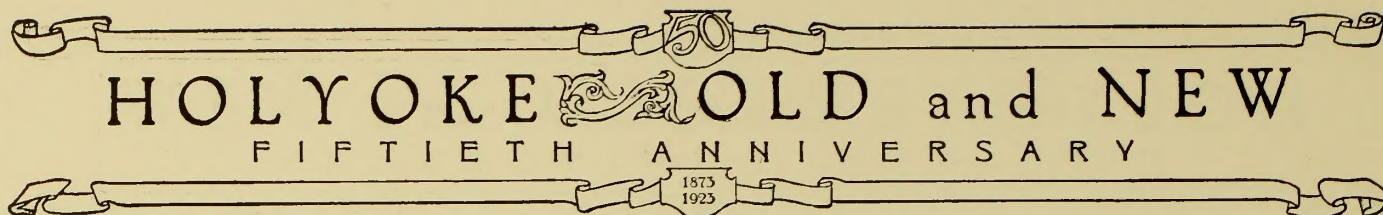
Emphasis on the word "power" in its name suggests the present movement to develop the most power that can be economically procured and at the same time to dispose of its real estate as rapidly as possible.

INDUSTRIAL PROGRESS

Since 1873 a large majority of our important corporations have come into being. William Skinner and Sons, and the Farr Alpaca Company are titles whose vast meaning to Holyoke could not be summed up in less than many pages. Again it must ever be held in mind that the oldest companies here, such as the Whiting and Parsons Paper Companies, the Germania Mills, the Springfield Blanket Co., the Holyoke Machine Company, the American Thread Co.'s mills and the Prentiss Wire Mills, have many of them made gigantic strides through the decades, equivalent to the coming of many new mills. Large corporations belonging in their origin to this half century are the Deane Works, Chemical, Valley, Franklin, Crocker-McElwain, and Taylor-Logan paper mills and what are now the Divisions of the American Writing Paper Co.; also the American Pad and Paper Company, the American Tissue Mills, the Cowan Truck Company, the Eureka Blank Book Company, the Holyoke Bar Company, the Holyoke Belting Company, the Holyoke Valve & Hydrant Company, the Holyoke Silk Hosiery, the Baker-Vawter Company, the National Blank Book Company, the New York-New England Company, the Perfect Safety Paper Company, the Smith Tablet Company, the White & Wyckoff Manufacturing Company, Whiting and Cook, the Whitmore Manufacturing Company and the Hampden Glazed Paper & Card Company. Moreover it should be stated with the utmost emphasis that the industrial expansion of the past ten years easily holds its own with that of any other decade of the five included in our thought.

THE HOLYOKE AND WESTFIELD RAILROAD

While it is true that the Holyoke and Westfield Railroad was opened in 1871, still I must refer to it here as illustrative of the tradition of progress, of



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initiative, of accomplishment handed over by Holyoke the town, to Holyoke the city. Even today thousands of residents when told that we own a really important railroad exclaim, "Well, I didn't know that." It is worth careful note that this municipal railroad was built, as the municipal lighting plant was founded, both of them in answer to a pressing need if Holyoke was to move forward. A community that could build a railroad of its own, in the days of its youth, as a matter of course built as its City Hall a tremendous building and tremendously costly for an infant city. It never dawned upon the giant of those days that Holyoke could become anything else than a big, wealthy industrial city, therefore a \$450,000 City Hall was not deemed an impossible achievement.

THE WATER SUPPLY

On August 6, 1873, water from Ashley and Wright's Ponds was let into the mains. Never again was Holyoke to drink river water. The Whiting Street, Fomer, High Service, and White reservoirs added to the original ponds make available, when the possibilities of Manhan Brook are fully developed, water amply sufficient for a city of 110,000 people. Water in almost overwhelming abundance, of purity above unfavorable criticism, provided at the lowest rate in New England by a department, which itself pays taxes to the City, is a monument to civic righteousness coupled with civic intelligence. Our water-works represent an investment of \$2,000,000. Our water sheds and reservoirs cover a territory of seven and a half square miles, while the area of the city is but twenty-three square miles.

THE MUNICIPAL LIGHTING PLANT

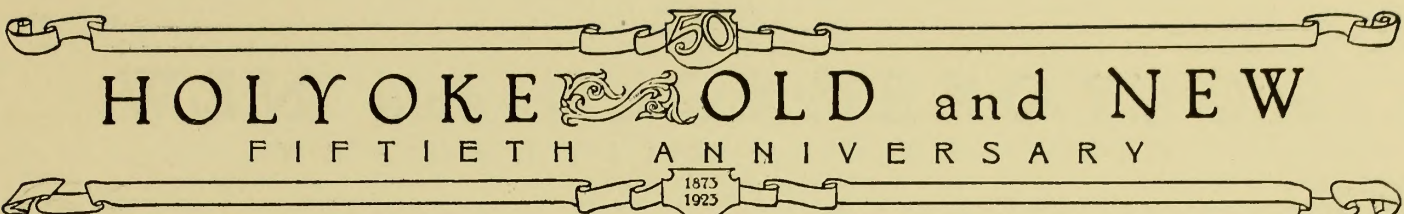
Beyond question our municipal lighting plant, stands beside our railroad and our water works as an example of unique municipal success. It is justly termed the most remarkable municipal lighting plant in New England. It has meant much to decent living, that transportation, water, light and power have been made abundant by the co-operative effort of our whole body of citizens. Health and prosperity certainly have been favored by our noble municipal investments. They must not be carelessly accepted as matters of course. They are most unusual and in some ways absolutely unique. A glory of this semi-

centennial year shines from the harmony now existing between both companies which manufacture electricity on a large scale. "Come now and let us reason together" is a principle the practice of which has meant much toward Holyoke's progress. The municipal lighting plant represents an outlay of \$2,500,000. Holyoke rejoices not only in the lowest electric lighting rate in Massachusetts,—.06 per kilowatt hour, but also in service of the highest order. The "free service" department is highly popular. Although the lighting of the city to-day is as sunlight to moonlight as compared with conditions existing twenty years ago, yet the cost to the city is but little more. This department handled a business of \$1,164,000 during its last fiscal year, and in general holds a very high reputation for business efficiency in spite of the pressure for positions, always exerted on any municipally owned business. For thoughtful people, material power, water, and light are transparencies through which shine the noblest spiritual truths that man can grasp. Here the symbols are so compelling, that the spiritual realities, which they symbolize are ever imminent to earnest souls.

OUR SUBURBS

With the beginnings in the seventies of our reservoir system, the Highlands began to be more thickly settled. The eighties brought the establishment of Oakdale and Elmwood, building in the later suburb being encouraged by the extension in 1887 of Maple street, across the dingle. Under the masterly guidance of William Loomis, the Holyoke Street Railroad made available great acres of land for homes, and it also made a number of other communities, for most purposes, suburbs of Holyoke, and accustomed them to regard Holyoke as a center. The great plant of the Holyoke Street Railroad is modern to the last degree. When our statistics of population tempt us to be discouraged as to the City's growth, we need to remember that the town of Holyoke was established at so late a date, that many choice sections naturally belonging to us were gathered into other legal affiliations before there was any organized community here to claim sections that were by all natural grounds, a part of our territory. Let other industrial cities which gloat over their apparent statistical





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supremacy bear in mind the great territory adjoining our City, and filled with people belonging to us by every affiliation of business, of fraternal and other social life, ecclesiastical life as well. We have Emerson's warning against over confidence in statistics still as we take account of stock at the close of our first fifty year period, we must wish that those that are of us by all of their interests, some day by statute may be included within this sheepfold. In 1900 we began making our legal lines more nearly co-existent with our natural lines. Smith's Ferry was annexed at a cost to us of \$55,000. The era of the building of great apartment blocks started about 1900 and lasted until war costs made the cost of such building prohibitive. Speculation in these properties has so raised rents that the movement for building homes in the suburbs has flowed much more swiftly since 1914.

MT. HOLYOKE COLLEGE

As we speak of that which is not ours and yet which is ours, thought turns naturally to Mt. Holyoke College. Four of our prominent citizens are trustees there, and one of them, Joseph A. Skinner, has rendered simply invaluable services as chairman of the board of trustees at a time when the College has been making tremendous financial effort for endowment and for buildings. Since Holyoke has been a city, Holyoke people have contributed to the College at least \$600,000. A most beautiful recitation hall; and the noble organ in Mary Lyon Chapel are both of them suggestions of Holyoke's liberality to the great College, standing a few miles beyond our borders.

RELIGIOUS AND PHILANTHROPIC INSTITUTIONS

With the single exception of St. Jerome's Church, all of the church buildings now in use in this City belong to the city rather than to the town era. The increase in the value of ecclesiastical property in the last score of years is really startling. A fair value of local church property (*aside from philanthropic and educational institutions*) would appear to be around \$3,000,000. When Holyoke holds its tercentenary the Skinner Memorial Chapel will be a shrine of holy associations upon which our remote descendants will gaze with loving awe.

All of our hospitals, municipal and otherwise, are the product of our life since 1873. The non-municipal ones, together with the institutions at Brightside, represent a valuation beyond the \$1,000,000 mark. The substantial loyalty of our leaders is hinted at when we note that Frank B. Towne who was clerk of the City Hospital when it was started over thirty years ago, is to-day its active president. A single family has given to this institution some \$250,000.

The Associated Charities, the District Nurse Association, the Milk Station and the Community Chest organization all emphasize the intelligence and co-operative spirit which characterizes our city. One man, William Whiting, in his great strength, built our City a theatre which for many years made available the most conspicuous dramatic talent of the world. This same man built for us a hotel. Fire destroyed that hotel but the "Nonotuck," a rallying place for scores of worth while causes, has arisen through a display on the part of many citizens of the spirit which actuated William Whiting.


A GENEROUS PEOPLE

We are proud to speak of our splendid public library, located in an inevitable setting, proudest of all to realize that this building which cost \$100,000 over a score of years ago is the gift of several hundred people. Its present president, William F. Whiting, is the son of its first president, who gave forty years of service. One of the most noteworthy collections of musical instruments in America is housed in a costly museum, privately owned but visited constantly by those that can appreciate its treasures. The generosity of Holyoke people as a whole, rich and poor alike has long been a by-word far and wide through the world. A single family supports in stricken and hate ravaged Turkey, an expression of brotherhood that is magnificent.

OUR RANK AND FILE

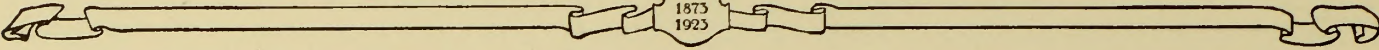
We have been fortunate in our rank and file. For years comment has been made upon the high average quality of our industrial workers. In September 1919 the American Writing Paper Company published a statement in regard to its "Old Guard". At that time there were 509 employees who had served the company for continuous periods of from twenty





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to fifty years or more. Seven had been with the company over fifty years, thirty-eight for from forty to fifty years, one hundred and seventy-three from thirty to forty years, and two hundred and ninety-one from twenty to thirty years. "As never before in history the destiny of the city is in the hands of the average citizen."

A Greek philosopher of the first century urged upon the citizens of the rich and powerful city of Smyrna,—“Rest your self—esteem more in character, than in the beauty of your city. It is a greater charm to wear a crown of men than a crown of porticoes, and pictures, and gold.” The Ephebic oath of ancient Athens rings in our ears to-day. “We will never bring disgrace to this our city by any act of dishonesty or cowardice, nor ever desert our suffering comrades in the ranks. We will fight for the ideals and sacred things of the city.—We will revere and obey the laws.—We will strive unceasingly to quicken the public sense of civic duty; that thus in all these ways that we may transmit the city not less, but greater, better and more beautiful than it was transmitted to us.”

Finally taken in the large is it not true that to a unique extent our Holyoke is entitled to be called “A City of Friends” to use Whitman’s famous phrase. We are a brotherhood, working together toward the noblest ends of civilization, carrying out the co-operative purposes of God. It was not in

Holyoke that an unthinking rabble cried, “No God, No Master.”

At the building of the cathedral of Chartres, “men and women harnessed themselves to carts and drew the great blocks of stone which were built into its splendid facade and its soaring pinnacles.”

In like manner no record can do justice to the courage, to the foresight, to the self sacrifice, to the iron purpose of those masses of men and women that have made possible this civic pride which reigns in our hearts to-day.

“We are builders of this city

All our joys and all our groans
Help to rear its shining ramparts;
All our lives are building-stones.”

“For our City we must labor,
For its sake bear pain and grief;
In it, find the end of living
And the anchor of belief.”

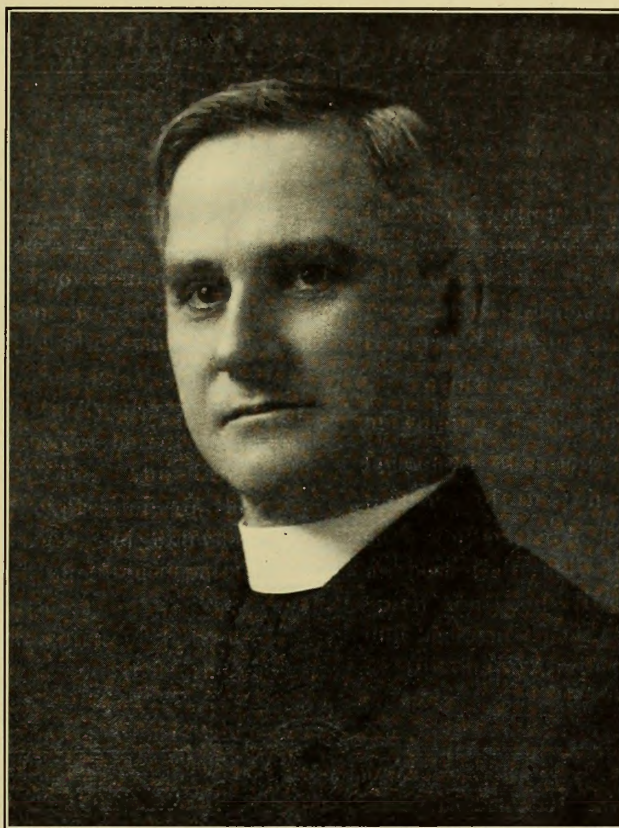
“And the work that we have builded,
Oft with bleeding hands, and tears,
Oft in error, oft in anguish,
Will not perish with our years.”

“It will last, and shine transfigured
In the final reign of right;
It will pass into the splendors
Of the City of the Light.”



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Address By Rev. John F. Griffin

This day the city of Holyoke by solemn service commemorates her half century of existence as a municipality. Her citizens of every form of religious faith gathered this morning in their respective houses of worship to offer Thanksgiving to God for fifty years of Fatherly care and Providential guidance. Yesterday, on this very spot was portrayed for us with musical cadence and artistic symbol the source of our fair city's material greatness. Tomorrow her streets shall reflect the stately dignity of her institutions, the material evidence of her growth, and the influence of her social grace. This brief hour has been set aside to give expression to the spirit of the community as the source of external growth, and particularly as it took on intense patriotic fervor in times of national stress.

For the full expression of that spirit of patriotism, which has always spoken firm and true, there

sits on this platform at the cordial welcome and urgent request of your memorial committee one of the country's ablest military commanders, one of the most gallant leaders of the world war, one of the New England doughboy's very best friends, one who never sacrificed his own humanity in doing a necessarily inhuman work,—our own beloved Major General, Clarence R. Edwards.

To others has been committed the pleasing task of voicing, feebly at least, the sentiments of reverence and affection which we all bear towards the pioneers of this city who laid its cornerstone upon such imperishable foundations. And to emphasize as best they may the particular elements in that spirit and soul life which shines so brilliantly in our backward look of fifty years, to hold them aloft at this happy milestone in our progress that they



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may become our trusted beacon lights for the future.

To do so it shall be necessary to look beneath the physical landscape of this peaceful valley, beneath the external evidences of wealth and power, to the invisible bonds of a common citizenship; to look beneath our city's corporate being to the inner spirit, the soul, which animates that body; to give expression to the motive power which dominates fifty years of our civic life.

Personally, the only requisite I can bring to the task is an ancestry familiar with this community since yonder stream was harnessed to do man's bidding; and a quarter century of residence within her borders sharing in the intimate life, the joys and sorrows, the hopes and disappointments, the crosses and the crown, of her industrial, civic, and religious life. And I am glad to greet Holyoke here assembled, cradled as it were in the lap of a designing Providence, to pay my humble tribute to the spirit and soul life of this community, which has always been strong and pure and wholesome before God and man.

The outstanding feature of the success of our community life as it is assessed today is its love for God and country. Its love for God not alone in the manifestation of its direct worship of Him as Creator and Judge, but in the love of His created Image in human kind. Christian ideals have always been the guiding principles of this community's inner life. To uphold these principles there has ever been a generous response. Though there may have been numerous individual lapses and failures in the attainment of those ideals, the ideals themselves have never been obscured. The individual may fall, but there is hope of his rescue while he holds to the true ideals of life. The community may lag in the attainment of its ideals, but it can rise, even upon the mistakes of the past, if its ideals are true and undimmed.

This community has reflected its love of God in the brotherly love of its citizens. There has been here no caste of citizenship, no pride of pomp and power. This community, be it said to its eternal glory, has been singularly free from social cleavage, radical intolerance, and religious bigotry. The man of wealth and power has been the neighbor and friend of the artisan and the day laborer. They have met on a plane of common citizenship, each respecting the

other's manhood, and both contributing to the up-building of our common life. This community has had its outstanding figures in business, in government, and social renown, but they have rarely segregated themselves from the common life and common interests of the community. And although we rightly honor today their memory and their place in the annals of our city life, we must not forget that the true, lasting and imperishable glory of this day is the memory of the thousands of citizens of common clay whose loyalty and devotion to true Christian principles made their lives a noble sacrifice upon the altar of home, of country, and of God. The glory of this day lies in the message for the future drawn from the memory of the past. The pioneers of this community rich and poor, native and adopted, employer and employee, early learned the lesson that was so long ago crystalized in the immortal lines of the poet.

"Ill fares the land to hastening ills a prey,
Where wealth accumulates and men decay."

What wreath of appreciation and affection more appropriate and enduring can we place at the tomb of our city's pioneers than the cheerful acknowledgment of today's superstructure as the successful issue of early foundation well laid? If he who by his labor makes two blades of grass grow where only one grew before is a benefactor to his community, it is meet and just that we honor today those men and women of olden days who early learned to revere the dignity of labor, who accepted the Gospel of work as nature's law, who strove by might and main to improve their own condition that their children might live more abundantly. Here was the motive for sacrifice, here was the true dignity of labor. The soul was not starved. The hope of higher and nobler things of mind and heart sweetened the ignoble tasks and gave human life its true perspective.

When the whole body of men in a community work for their livelihood a new and better standard of living is developed in that community. Society is then measured by a different standard. Skill, industry, good management are sought and admired. Work quickens the flame of sympathy and prompts the worker "to condescend to men of low estate."

But our special gratitude is due to those who realized that having exhausted their native resources

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in the struggle were content to accept whatever measure of success Divine Providence meted out to their honest efforts. This is the true Gospel of work, of progress, and of civilization which stands as the cornerstone of home and country. They were taught, and they practiced, the necessity of some personal sacrifice, some enduring hardships in a world which Providence has decreed is at best a vale of tears, a land of exile where the ideal of perfect happiness is not fully attainable. Earthly happiness is attained only in proportion as the unfolding of one's own life, conformably to the true principles of truth and righteousness, tends to promote loyalties to home and country and to God. True happiness is not always in accord with wordly ideals and wordly success.

"There's a divinity that shapes our ends,
Rough hew them how we will."

If we have had a peaceful community all these years it is due in great measure to the fact that our common citizenship has not been infected with the insidious germ of a false Utopia, of Bolshevistic destruction, and individualistic dreams flowering into fierce jealousies and antagonisms. On the contrary, the individual seeing at times apparent injustices in our industrial and governmental relations, seeing the apparent uneven distribution of the fruits of labor, fortified by Christian forbearance and charity, encouraged by the American ideal of freedom of opportunity and submerging their own individual comfort to the common good, this enobled and ennobling citizenship labored and sacrificed, and were happy and content withal. Happy and content in their childlike confidence in Him who marks the individual sparrow's fall.

*"Blessed are the poor in spirit for theirs is the
Kingdom of Heaven"*

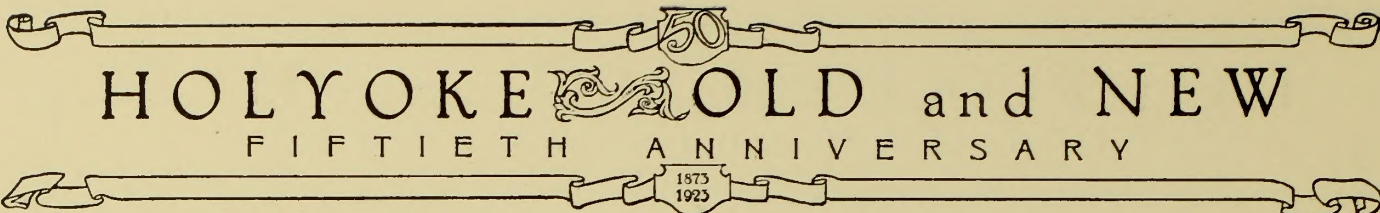
During this long period of our corporate existence as a city we have not felt to the same extent as other communities the chilling effects of a machine age which tends to reduce the worker to an automaton, an emotionless cog without spiritual aspiration, in the industrial wheel. Absentee-landlordism and foreign manipulated producers of material wealth have been replaced here in great measure by sympathetic, mutually interested, neighborly, yea, friendly asso-

ciation between owner and employee. Workers all, where true manhood and womanhood is judged by character and worth we find here to an admirable degree the elements of true Democracy. Where youth has equality of opportunity in its laudable climb to business, professional and social distinction.

Nor has the "human scrap heap," now so much emphasized by radical thinkers, ever reached considerable proportions in our fair city. The finer instincts of a noble hearted Christian people inspired by the Divine Virtue of charity, cultivated in the natural yearning of the human heart for the higher forms of cultured refinements, and watered by the dews of friendly sympathy and neighborly love, have provided the necessary institutional development, care, and protection for the community. Our Churches, Schools, Hospitals, and Charitable Organizations, second to none in the loftiness of their aim, in the sincerity of their effort, and the success of their accomplishment, have laid strong and sure the foundations of fine and noble citizenship. They have taken broken and bruised human nature and nursed it back to health. They have strengthened the weak, comforted the sorrowful, succoured the needy, given new hope to the faltering and the unfortunate in life's ceaseless strife. And in accents of pity, of sympathy and love chanted the sweet requiem of peace over the ashes of the poor, the humble and the unknown.

In an age of loose thinking in which so many communities have lost their moorings and are adrift from the safe anchorage of the eternal principles written in the human heart by a creative hand, and confirmed by the dying God-man on Golgotha, this community has steadily refused to ignore the magnetic laws of revealed truth, to exchange the pole star for the shooting meteor, as its guide in the charted sea of life.

In an age where, the new developments of science applied to the daily habits of life have revolutionized the means of locomotion and communication, where the chastening influences of homely tasks have been replaced by the leisurely turning of an electric button, where every process of life tends to luxury, to flabbiness of muscle and mind, the common citizenship of our city refuses to have its true ideals wholly



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obscured. It has not permitted what it sees, what it hears, what it knows, of the riotous luxury of the world round about it to harden its heart or to embitter its soul in envious contemplation of that, which after all is not productive of purity of mind, growth of soul or cleanliness of heart.

In times of national stress the warm throbbing patriotic, intensely human, red fibred heart of Holyoke has not measured with calculated scrutiny nor unholy selfishness the blood of her young manhood poured upon the country's altar. From Fort Sumter to Appomattox, from Manila Bay to Santiago, from Chateau Thierry to Belleau Wood and the Argonne, when the country's sword was drawn in defense of the nation's honor her young manhood eagerly sought place and opportunity to uphold pure and unsullied the starry banner of their fathers. And, if need be, give their lives for the liberty and freedom which it symbolizes. If American patriotism in the late war is to be measured by the blood of her young men voluntarily offered, by the sacrifice of the dear ones at home, by the absence of all selfish, hateful, hell-inspired profiteering, by the motherly love of its womankind in caring for the sick and disabled, by the unquestioned acquiescence in the officially expressed decrees of their constituted rulers even where personal opinion must be suspended under our form of government, then should that chapter in the history of our fair city be written on tablets of adamant in letters of gold. It is written in the eternal records of the Book of Life where the Recording Angel places love of country next to Love of God.

Well then may we on this historic occasion recall to mind the fine qualities of our pioneers whose integrity of character, honesty of purpose, and breadth of vision, infused such a noble Christian spirit into our municipal foundations. Their clear thinking revealed to them that it is not legislative enactment, or municipal ordinance, but the sound moral instincts properly cultivated in the great thinking mass of the common people which determine the spirit and character of a community. The new arrival to this community early learned there was a work to do. It required strong arms and stout hearts to do it. He was of a superior calibre. He came to stay. "He came to find a home and helped to found a com-

monwealth." He looked for liberty and he found it in freedom under law. He found obedience to the higher law the truest ideal of liberty to which man may aspire. He contributed his full share to the upbuilding and the safeguarding of that freedom.

We love to recount during these days the outward manifestation of the true inward spirit of our fifty years of municipal life. We love to contemplate this clear thinking, liberty loving, God-fearing citizenship understanding the true worth of manhood and striving to secure it themselves and for their children. We love to note the proper place accorded to the dignity of labor, the Christian gospel of work and the sweet recompense in the brotherly love and Christian charity which makes us all children of the same Eternal Father. We note with pleasure that neither the evils of a machine age, the allurements of luxury, the teaching of false philosophy, nor the temptation to ill-treat the weak and unfortunate in the promotion of wealth and power, have ever seized upon this community to obscure its ideals of love of neighbor, of country, and of God. Such loyalties to higher fixed principles are today the sweetest of memories, the noblest of crowns for the past, and the finest of inspirations to us for the future, that we may meet our problems in the same spirit, with the same power, and hand on such a tradition pure and unsullied. "Therefore brethren stand fast, and hold the traditions which you have received," that the blessing of the fathers may descend upon the children from generation to generation.

As the beacon lights of yonder mountain—God's enduring diurnal—guide the wanderer in the peaceful valley below, so may God's eternal principles of Justice, Truth, Mercy, and Love illumine and guide our pathway to the higher and nobler things of life. Under their inspirational guidance may we live our lives more abundantly in peace and harmony with our brother, "four square to all the winds that blow;" in peace and harmony with our God; "through whose Providence many things are rectified."

May these blessings be an earnest of God's Fatherly care in the years before us, imbuing all our citizens with the loving admonition of the Psalmist of olden days: "By the blessing of the just the city shall be exalted."



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Address By Rev. Dr. Robert Russell Wicks

It is highly fitting that a patriotic service should mark our city celebration. We should gratefully remember that it is more than a city—it is a part of America. The ground beneath us is American soil. Our liberties are bought by American blood. Our institutions are shaped by American tradition. Our safety is secured by an American government. For our whole opportunity of life we are in debt to the American people who by untold sacrifice subdued the wilderness, formed the Nation and preserved it, gave us our ideals, and wrought the achievements which make this land the world's haven of hope.

“Let us here intelligently acknowledge our debt. We can never repay it. But we can humbly consecrate ourselves to such effort as will link the progress

of this city with the central purpose for which Americans at their best have lived and died. Our fathers dedicated this continent to the idea that men of different creed and race and station should here find common ground where together they could fulfill their destiny and together promote the Nation's mission to the world. It was not their intent to make this a battle ground where each man should be free to seek his own, and fight for his own creed or his own class or his own race. That is not liberty. That is slavery to the outworn system from which our fathers sought escape, and which, in recent time brought Europe, and well nigh all the world to the very ‘edge o’ doom.’ From its first conception this Nation set itself to find amid the difference of men, that common ground



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where all could join their hands and hearts to promote those ends which should be best for all. It was no pious dream. Under stress of war we have lately tasted what it means to find that common ground where we could live above the matters that divide us. Days there were, not long gone, when on the battle front a Jewish soldier knelt beside a Catholic comrade and helped to raise the crucifix to his dying lips. One hundred million of us paid our silent homage to the unknown soldier, buried in our Nation's capitol—a human symbol of great devotion in which all our differences found their place without obtrusion and without offense. Shall we in peace praise our heroes and lose the common ground they found? What they hallowed by their life and death, we must keep inviolate.

Out of strife and cruel delusion the whole world gropes today for common ground. All other means have failed, all other hopes proved vain. It is America's hour. And we are part of America as America is part of the world. Upon our streets there cross the crowded ways of men where loom those ominous distinctions of race and class and creed, which make up all the problems that perplex the world.

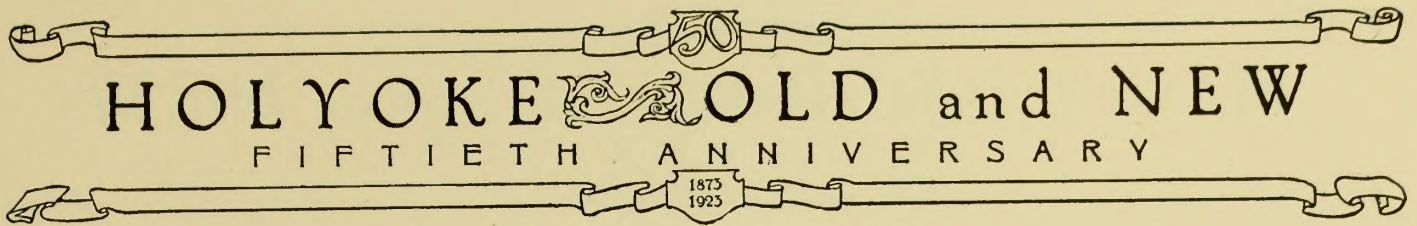
This brings world-duties to our doors. Can we among our conflicts, for others' sakes, find some common ground? This means no surrender of the cause each represents, no desertion of convictions bred into the bone. Where the ranks of capital and labor clash, there are rights at stake on either side, to lose which would be a loss to all. It is American to fight for rights like these. It is more American to make that fight a struggle for some common ground where united effort for the public need shall make full room to exercise all rights that are worthy to sur-

vive. And for this must come the spirit which only religion can supply. We may worship God in different ways as Catholic, Protestant and Jew. It is American to preserve for each the freedom of his faith. But let us not forget that we who are called Christian look together to one God, whom we have learned to know through Jewish prophets, and that one first man of all the ages who was the Jewish carpenter of Nazareth. He is sovereign father of us all, and it is His will that we should find some common ground to use the power we get from Him to bring His Kingdom of good will among us.

Separately we may take our different ways to get to God, but together we must work and live for common ends. It is not needed that Protestants and Catholics should be drawn from one fold to the other, nor Jews be made Christian after our particular persuasions. The distinctions are too deep and time too short for this vain business. But we can help each other to be better Protestants, Catholics and Jews, for the best Catholics and Protestants and Jews have a way of finding common ground beyond their differing thoughts. Our great hope lies in them, the better, broader, spirits in each camp, who, in their finer loyalty to God find it easy to be brothers to all His human family.

We have set apart this lovely hillside and meadow as a playground for the people of our city. Here as days go by we shall learn to play and meet and sing together. May this ground, so dedicated, become for us a symbol of that common ground for which America and the whole world seek among the peoples. The day of its finding is drawing nearer with the years, as right is right and God is God, and we in Holyoke may help to hasten or delay it.





*Address By Hon. John F. Cronin, Mayor of Holyoke,
at Patriotic Massmeeting on Crafts Hill*

It seems to me that this meeting here this afternoon, with the other meetings of today, is truly symbolic of Holyoke. It is in keeping with the true spirit of Holyoke that her citizens should gather together on the Lord's Day to hold exercises of thanksgiving and to invoke the assistance of the Maker and Creator for the future. The fact that all creeds and beliefs have joined in making the day a memorable one, and a thoughtful one, is indicative of the tolerance which Holyoke enjoys.

The large number of churches in the city, together with the large congregations of each, is tangible evidence that the people of Holyoke are a religious people. Some cities are forever disturbed by religious differences and controversies. Our city has been and we hope it will continue to be remarkably free from such discord. The assaults of one religious sect against another contributes nothing but poison to our civic life. We should endeavor to cultivate even more a feeling of respectful tolerance among our citizens.

One of the principal reasons for the kindly attitude the people of Holyoke have toward spiritual things is that we are a city of families. We do not have any large floating population. Most of the people who live here are people who are making homes, intending to continue to stay here. The family is the foundation of all our society. Upon it the whole structure of the community rests. When the family unit is sound and healthy the whole municipality is bound to be so. The family unit is valuable because it means steadiness; it brings responsibilities to each member; it develops a spirit of self-sacrifice and tends to eliminate selfishness.

One of the big problems for the Holyoke of the present and the future is to endeavor to preserve the integrity of the families which we have now and to grow and prosper so that new families and new

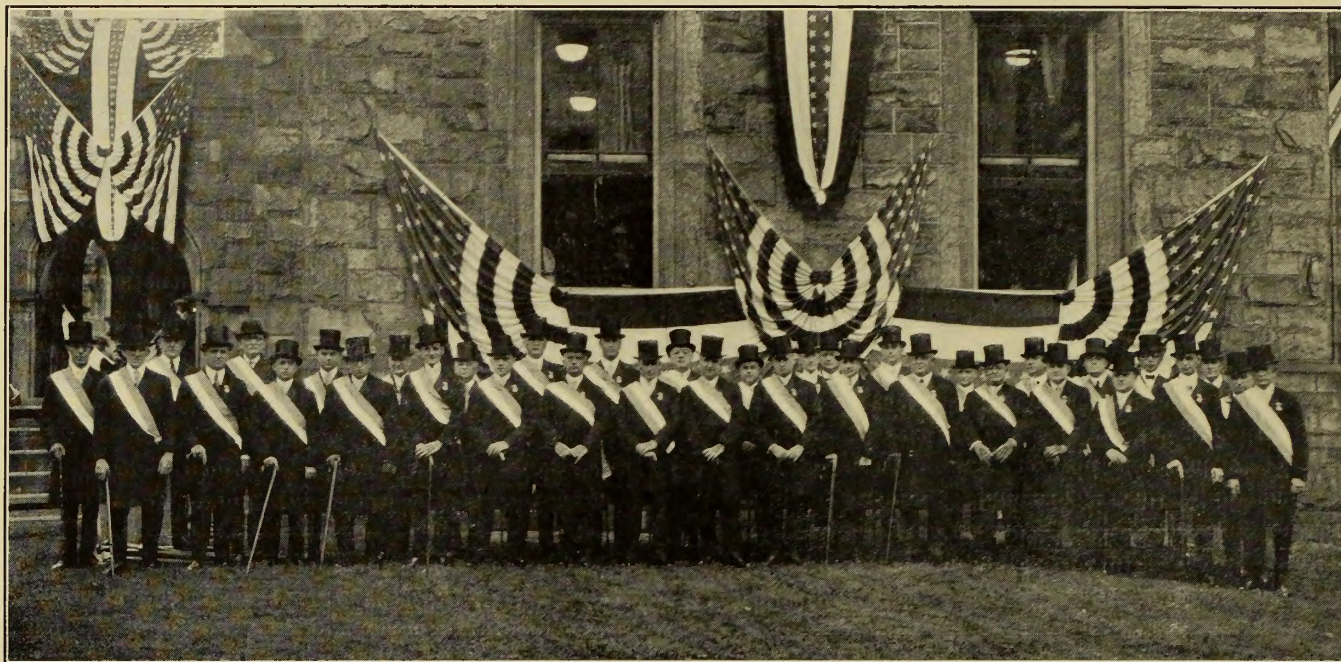
blood shall come to us. It is not a good omen when the younger generations of the families of Holyoke leave the city for new branches of endeavor in other sections of the country. In such circumstances there is always the inference that Holyoke has not the attractiveness of other places. There is also the implication that the city does not offer the opportunities to the ambitious youth which other cities present. We must see to it that there is no emigration of our best young men and women. We want them here and we want to be big enough to keep them here.

How to accomplish such things rests largely with us. To achieve such results we must also have trust in the Creator. A continuance of tolerance, a clinging to the spiritual things in life, and the living of clean lives will all assist us in our endeavors. All these things contribute more deeply to the welfare of the city than surface agitations. We should dedicate ourselves here today to keeping ourselves mentally, morally and physically fit to continue in our work. Let the man who is the head of the family be honored more. Those whose great accomplishment in life is, or has been the bringing up of a good family should have the satisfaction of knowing that his effort is a distinct good for the city and the nation. Full many a hero and heroine have gone unsung because their whole life's work has been wrapped up in the rearing of a sound American family. It is such people who are the fibre of Holyoke. We must recognize their strength and the city must do all in its power to make things in general more attractive to our home builders; to lighten their burdens; to keep them in our midst. Their individual praises cannot be sung but as a group are entitled to our thanks and our respect. Let it never be said that Holyoke has failed to recognize them in the full measure which they deserve.



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Semi-Centennial Parade



HOLYOKE'S CITY GOVERNMENT, 1923.

In the parade, more than in any other feature of the celebration, the whole of Holyoke had an opportunity to participate. It was in this event that the social, fraternal, industrial, merchantile, educational and racial groups were ennobled to present those features of their organizations, which as component units of the whole community went to make the community a progressive and forward-looking American municipality.

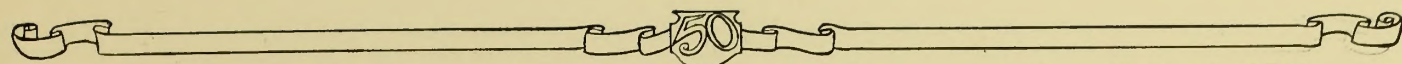
Because of its great representativeness, one hundred and fifty-five organizations with six thousand people in line, the parade was the climax of the celebration spirit. It was a proud Holyoke that looked on along the line of march and saw the significance of its own many institutions presented with artistry, with historical fact, with a careful advertising rather than a boasting of the features which gave them life and permanence in the city. It was an admiring fifty thousand visitors of neighboring cities

that crowded the route to see this splendid exemplification of civic activity and enterprise.

Every float was a beautiful creation, so much so that the Board of Judges faced a hard task in selecting prize winners. Ordinarily a parade of such magnitude would be expected to drag in places, to cause holdups which would admit of more study of the features in passing the reviewing stand but in this instance as in all others, the celebration plans showed a smoothness of operation that was truly remarkable. The great line of floats and marching organizations passed the reviewing stand with a military precision, not a single halt being required in the tempo of the parade.

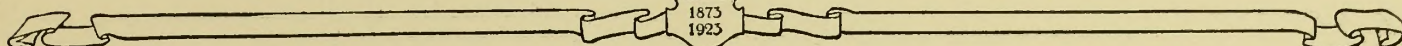
Two grand prizes were awarded by the committee for the finest features of the parade, both for floats. On the social and fraternal side the prize went to the Holyoke Lodge of Elks for its float depicting an Italian garden with a beautiful fountain in the center





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around which were gathered figures symbolic of the ideals of this order.

On the business side the grand prize went to Thomas S. Childs Company, Inc., for its extremely handsome float, depicting that famous character of the Mother Goose Nursery rhymes, "The old woman who lived in a shoe and had so many children, etc." A monster white shoe filled a greater part of the float, and playing around it was a group of beautiful children.

To the Polish section made up of members of the Polish Falcons, and the Polish Alliance went the prize for numbers in the social and fraternal groups and to the Cercle Rochambeau and other French organizations went the prize for the most attractive appearance. In this same group the first prize for floats was awarded to the Elks also, and the second to the Daughters of St. George with a float representing the "Landing of the Pilgrims." The third prize in this group went to the Holyoke Women's Club, for its beautifully decorated automobile, with purple the predominating color, and the fourth prize to the Massachusetts Catholic Order of Foresters for a handsome float with three figures typifying the ideals of that organization. Honorable mention awards were made to the Springdale Turnverein, the Greeks, Knights of Columbus, the Scottish organizations and the Kiwanis Club.

In the first section devoted to patriotic organizations the first prize went to the American Legion for a float representing Flanders fields, with its "crosses row on row," a reminder of the dark days of the World War. Second prize was awarded to Eunice Day Chapter, D. A. R., for a float depicting a colonial tea, with members clad in charming gowns of the period.

The municipal section first award went to the Department of Public Works, which displayed many of the pieces of equipment used by that department in its municipal work, while the second prize went to the Gas and Electric Department in consideration of its fine float. A special merit prize was awarded to the Water Department for its splendid turnout.

In the educational division, the first prize went to the Rosary School group for appearance and a

float showing in miniature the parish buildings, church, school, etc.

To the Precious Blood School went the second prize in this division, its float being a huge basket of flowers, a group of extremely pretty youngsters being the flowers. Third prize went to the Public School float, depicting "Wisdom," and honorable mention was made of the Public School float on Americanization.

In the fourth division, the industrial section, first prize was awarded to the Farr Alpaca Company for its floats, showing the development of this company and its products in various stages from the sheep to the finished cloth.

Second prize was awarded to the Germania Mills, its float having an actual loom in operation, while White and Wyckoff's float showing a huge box of stationery won third prize, and honorable mention was made of the National Blank Book Company's float.

In the mercantile division, Thomas S. Childs Shoe Company won first prize, McAuslan & Wakelin, with a float of a huge Horn of Plenty won second prize, and third prize went to Hanna Dowling, Inc. A. Steiger & Co.'s float won honorable mention.

The District Nurse Association won first prize in the welfare work section, the United Hebrew Association won second prize and the Boys' Club of Holyoke, third, while the House of Providence Hospital and the Associated Charities won honorable mention.

In division 7 for labor organizations the prize was awarded to the Painters' and Decorators' Association.

The Polish section, as noted, won first prize in the social and fraternal group for numbers, the French Societies for best appearance, with Cercle Rochambeau, with Rochambeau mounted on a fiery charger at the head of the column.

In the last division, devoted to special features, the Casper Ranger Construction Company won first prize with a float showing a beautiful sun room built against a house and the second prize went to the



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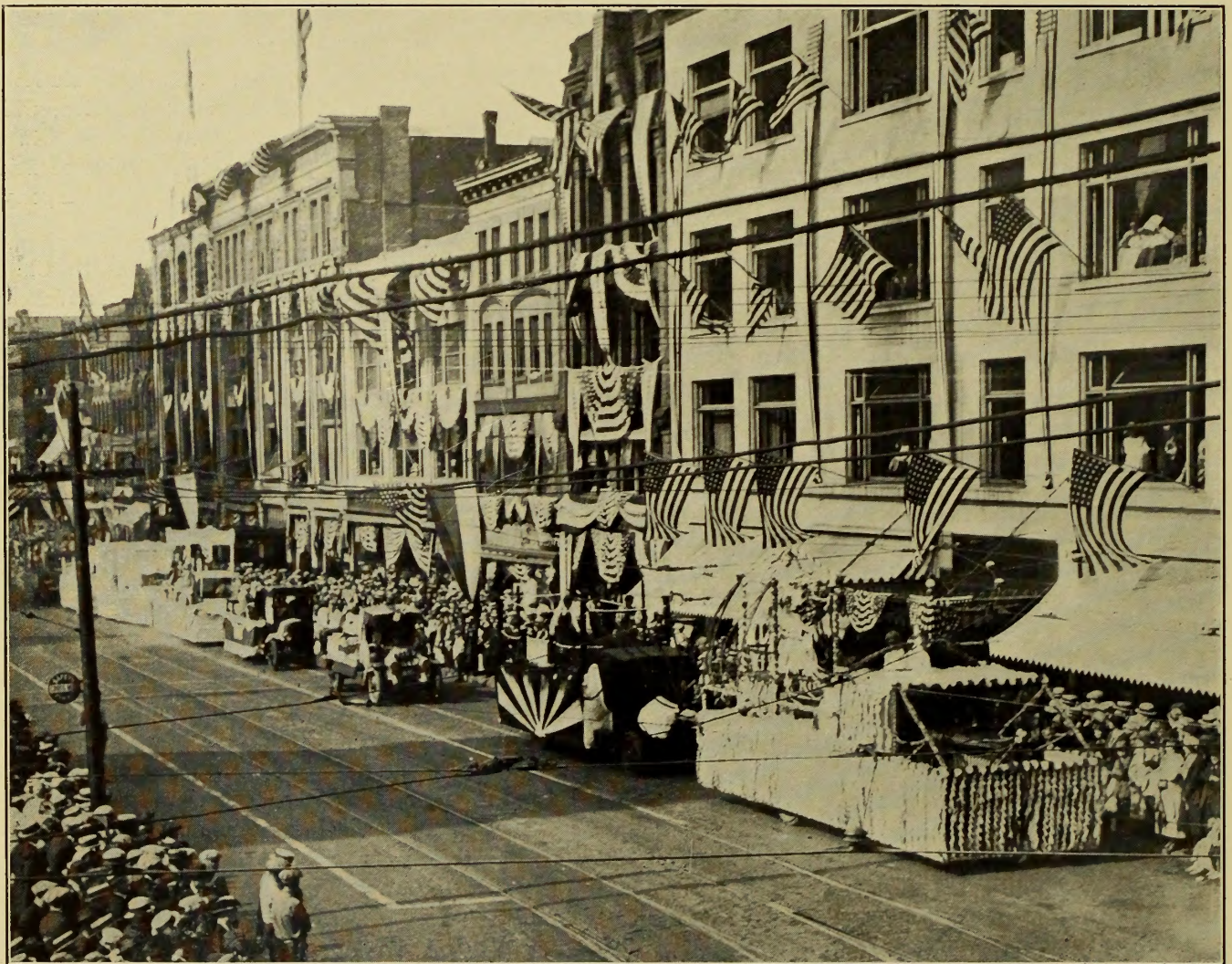
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Highland Laundry Company for its float showing old and new methods of washing clothes.

The committee also awarded a silver loving cup to George Taylor Pearsons in recognition of his coming to Holyoke to represent his father, the first mayor of the city.

In the reviewing stand were seated the judges, Col. Walter Scott, New York City; Annetta L. Clark, Northampton; Florence B. Adams, Northampton; Mayor Joseph M. Grise, Chicopee; Major Albert G. Beckman, Northampton; Clark F. Wilkinson, South Hadley; Fred M. Smith, South Hadley

Falls; Mrs. J. W. Heffernon, Northampton; Mrs. G. H. Ladd of Northampton and invited guests; E. C. Purrington, vice-chairman of anniversary committee; Mayor and Mrs. Edwin F. Leonard and Miss Pauline Leonard of Springfield; Mayor and Mrs. Harry E. Bicknell of Northampton; Mrs. Henry E. McElwain of Holyoke; former-Mayor Arthur B. Chapin, now of Boston; Mrs. Grace T. Pearsons of New York; Mrs. Edward D. Lamb of Holyoke; Katherine A. Mahoney of Holyoke; Mrs. Alexander Macdonald; Mrs. George H. Clark; Maj. and Mrs. W. J. Crosier



PARADE PASSING REVIEWING STANDS AT CITY HALL

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of Holyoke, Col. Paul J. Norton of the 104th Infantry, former-Mayor John H. Woods and Miss Grace Lynn of Holyoke.

The parade formation was as follows:

Platoon of Police, Sergt. James Donoghue, commanding; Patrolmen John McKinstrie, Thomas F. Dugan, Michael F. Finn, Peter Brennan, P. J. Moriarty, Joseph Hennessey, Edward Murphy.

Parade marshal, Philip M. Judd; chief, P. A. Coughlin; aids, James F. Jess, Fayette Smith, Mrs. Philip Clarke, Miss Judd, Milton Spies (mounted).

MILITARY DIVISION

Second Battalion, Massachusetts National Guard, Major E. J. Slate commanding, with staff. Headquarters Co., Holyoke, E. Co., F. Co., of Holyoke; H. Co., of Westfield.

William A. Still, flagbearer.

Members of the Kilpatrick Post, G. A. R., three machines.

Float, Women's Relief Corps, women dressed in old fashioned costume. Gen. Nelson A. Miles Camp, Spanish War Veterans.

George E. Clarke Post, Veterans of Foreign Wars, Comdr. John F. McCarthy.

American Legion, Survivors of D. Co., coming out of Chateau Thierry. Comdr. Oscar DeRoy.

Float, (American Legion) Flanders Fields, showing cemetery; bugler, float, American Legion, Women's Auxiliary, with Miss Liberty.

U. S. Navy and U. S. Army, recruiting trucks.

Y. D. Club and artillery piece, presented to Holyoke by French, drawn by eight horses.

Float, decorating of the American colors at Apremont.

Float, Sons of Veterans.

MUNICIPAL DIVISION

Group of voters of 1873 in municipal autos.

City officials and guests in autos.

Float; Eunice Day Chapter, D. A. R., elaborately decorated blue and white with group of women in Colonial costume serving tea.

Greenfield Military Band, 28 pieces.

Thirty-nine members of the city government, with Mayor Cronin and city officials in top hats and yellow and white sashes.

FIRE DEPARTMENT

Hand pumping tub of Edwin A. Whiting Veteran Fireman's Association, built in 1861.

Old fire engine built in 1897.

Modern Fox Aherns motor pump.

Fire Department led by Chief P. J. Hurley and Fire Commissioners Arthur E. French and George Lane and 60 members of the department.

WATER DEPARTMENT

Brightside Boys' Band, 30 pieces.

Board of Water Commissioners led by Chairman Thomas J. Carmody and Commissioner James H. Dillon, walking at head of department display.

Wives of commissioners and women clerks in autos.

Nine department autos decorated and carrying exhibit of equipment, depicting the advance of the department.

Water Department force of 68 employes.

Gas and Electric Department; two floats.

Board of Public Works; 55 men, department dump car of 1873.

A 1923 truck carrying 25 of the oldest employees.

Watering cart of 1873; modern street flusher.

Old horse-drawn scraper and modern one.

SCHOOL DEPARTMENT

Two machines with Chairman James J. Dowd of School Board, Superintendent of Schools William R. Peck, members of the School Board.

Float; Holyoke public schools, children in white and gold decorations.

Float; industrial arts department, boy at work. Holyoke High School float; boy and girl athletes with trophies.

Continuation School float.

Americanization float.

Home economics department float with girls sewing.

Evening practical arts department float.

Ingleside Parent-Teachers' float with children and officers.

Rosary Drum Corps, float of Rosary School children of lower grades.

Rosary floats, with models of church rectory and parochial school.

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Rosary School alumni led by Rev. John F. Griffin.

Float of Home Information Center canning kitchen.

Junior Achievement Bureau, Hampden County League, in wagon, drawn by gray horses.

INDUSTRIAL DIVISION

Faleo Band, Holyoke—37 pieces.

Farr Alpaca Company, three floats showing paintings of buildings and stages in production of woolen cloth.

Holyoke Water Power Company, float showing miniature water turbine.

Parsons Paper Company, float showing paper.

Germania Mills, green boughs showing sheepage and enclosure.

American Writing Paper Company, float with 15 young women, representing company's local divisions.

Skinner Silk Mills, float, Japanese and Chinese girls.

White-Wyckoff Manufacturing Company, float, (six girls.)

National Blank Book Company, float showing large blank book.

American Thread Company, employes, social and athletic association.

Whiting Paper Company, girls in an old stage coach.

Liberty Drum Corps of Westfield.

Float, machine, old employes of thread mill.

Girls marching (30) white dresses and red hats.

Float, American Thread Company, employes in Colonial costume, 30 girls.

Float, American Thread Company, bathing girls on float.

Float, Casper Ranger Construction Company.

Float, Holyoke Transcript, delegation of newsboys in white shirts and hats.

Float, Ely Lumber Company.

Float, Smith Tablet Company, showing school room with children at desks, school master, dunce, blackboard—"Smith's School."

Holyoke Telegram, float with linotype machine in operation.

Holyoke Valve and Hydrant Company.

Holyoke Street Railway officials in automobile.

Twenty-five old-time employes in auto trucks, total ages of employes 710 years; auto with 10 girl office employes.

Thirty-two trolleyemen on foot.

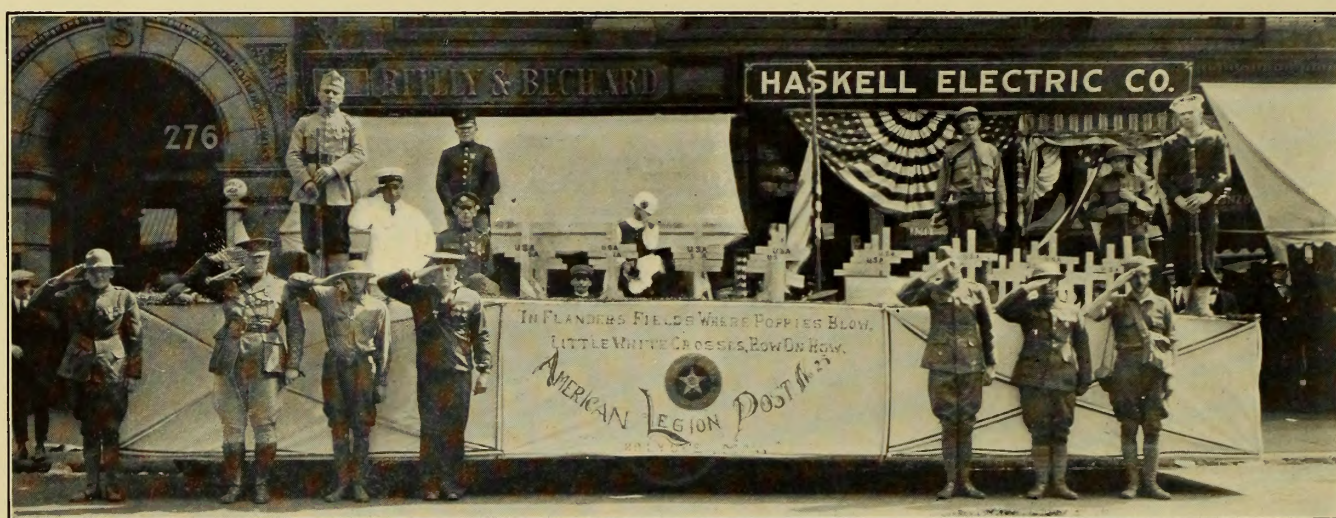
Float, Holyoke Hosiery Company, 23 on float.

Windsor (Conn.) Band of 23 on float.

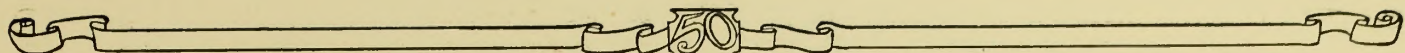
Massachusetts Baking Company float with six master bakers.

Dietz Bakery Car of 1883.

Procession of delivery trucks, 23, with one truck float carrying three clowns.

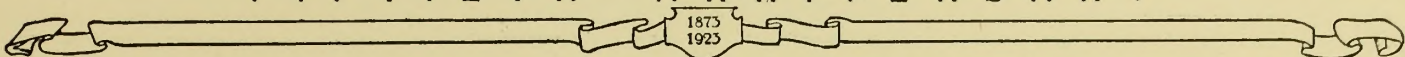


AMERICAN LEGION'S PRIZE FLOAT—"IN FLANDERS FIELDS"



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Old fashioned one-horse shay, John Rume, driver with Miss Mary Leary.

Float of Dietz ice-cream, representing three-layer ice-cream.

D. McCormick & Sons, truck with monuments.

Daniel O'Connell's Sons, float.

MERCANTILE DIVISION

Twentieth Infantry Band of 22 pieces.

Old carriage and pair of horses, with couple, Mr. and Mrs. Wilfred Daze.

Inglis Baking Company; eight other floats.

Highland Laundry Company, float showing evolution of washing.

Tait Bros., float.

Holyoke Producers' Dairy Company, float.

Armour Company, float shaped like a ham.

T. S. Childs, Inc., with boots mounted on truck.

Hannah R. Dowling, Inc., float with living models.

Thomas O'Keefe, painter and contractor; 10 painters marching in uniform.

Seven floats of automobiles.

West Holyoke Improvement League, float, display of fruit and vegetables.

Float, Martin Pharmacy.

Float, A. Steiger & Co., the horn of plenty; five girls in white decorations, gold and white.

Auto, The Fair Store.

Truck, Country club Soda Company.

Float, S. Yenlin, 1872-1923, four generations, with Sebastian Yenlin.

Maple Garage.

Franklin auto of 1904.

Maxwell of 1908.

Latest Maxwell.

Willys Knight car.

Holyoke Sales Company, Jewett Car.

Holyoke Hardware Company, auto.

Float, Kaffir Cigar Company.

Decorated auto, Louis Giannasi of Holyoke.

Ross & Bray Co., decorated float.

Swift & Co., decorated float.

Morris Company, float.

Credit Bureau, Chamber of Commerce.

Floral float, of Gallivan Bros.

Dukes' Garage, with yellow cab on truck.

Peltier's Garage, red taxi.

J. G. Heidner, float.

Epstein Furniture Company, truck.

Washburn Crosby, flour truck.

Jackson Candy Company, truck.

James Kennedy Company, trucking, two floats.

West Holyoke Market Garden Company, truck.

Holyoke Automotive Dealers, 17 machines.

United Hebrew Societies led by Carpet City Band of Thompsonville, Conn.

Eight girls in white carrying blue and white banner marked "Progress."

Men in white caps and shirts and black trousers.

Float in blue and white showing George Washington.

Float, Holyoke Community Federation.

Hicks Brothers Stable, man on horseback.

WELFARE DIVISION

Drum and bugle corps, Girl Scouts, 60 girls marching.

Boy Scouts led by colors, 54 in line.

Day Nursery float.

Holyoke Boys' Club, 10 marching.

Boys' Club orchestra on float.

Boys' Club Printing Department.

Skinner Coffee House.

Salvation Army, five autos, decorated with doughnuts.

Associated Charities.

Camp Fire Girls' float, girls sitting around fire.

Y. W. C. A. float of girls.

Float, District Nurse Association, gold and white, with nurses.

Float, Providence Hospital, 1875, two nurses with patient in bed; picture of late Dr. O'Connor on wall.

Float, Brightside Orphanage, with picture of Rt. Rev. Msgr. P. J. Harkins.

Water wagon, float, W. C. T. U.

Pony cart, representing the Massachusetts Society for Prevention of Cruelty to Children.

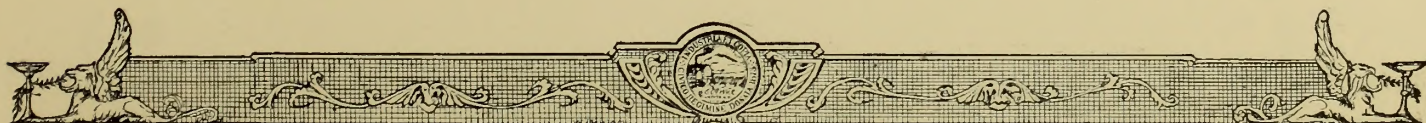
LABOR DIVISION

Lafayette Drum Corps.

Brotherhood of Painters and Decorators of America with white coats, hats and pants.

Two painters driving old horse and buggy with paint box rig used by J. H. Peltier 50 years ago.

Uncas Tribe of Red Men, two Indians on horseback.



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Float, Uncas Tribe of Red Men, Indians in costume around campfire.

John B. Shea, marshal.

Machine with committee officials.

SOCIAL AND FRATERNAL DIVISION

P. J. Moriarty, marshal, A. O. H.

104th Regiment Band.

A. O. H. float with Queen Erin, Miss Columbia and Robert Emmet.

Machine with ladies' auxiliary.

One hundred members of combined local Divisions 1, 2, 9 and 11 on foot.

Stevens' Band, Springfield.

Franco-American division, led by Leopold Saborin, followed by staff of 11.

Uncle Sam afoot (Benjamin Spinks).

Count Rochambeau, by Napoleon Bellefeuille.

Officials of the Cercle Rochambeau, led by President Clement Ducharme, with tall hats and canes.

Members of the Cercle Rochambeau, wearing orange and black hats and sashes.

Women guests in three cars.

Assumption Drum Corps of Chicopee, 40 pieces.

Church of the Precious Blood, led by Rev. J. H. Gelineau.

160 boys of Precious Blood School, dark trousers, white waists and troubador hats.

Float, gift of roses, girls in large flower basket.

One hundred and fifty girls of the Precious Blood School, with white dresses and red, white and blue sashes.

FRENCH SECTION

Wilfred Beaudry, marshal.

Paderewski Band, Chicopee.

National A. C. with flag.

St. Jean de Baptiste, all counseils combined.

Float, white auto decorated, representing two swans, girl driving with gold ribbons.

Conseil Mary Agnes float.

Float, Perpetual Help Counsel.

Float, Lady Canadian Artisans.

Machines with members of the ladies' auxiliary of St. Jean de Baptiste.

Team, old two-seated carryall with French settlers in costume as they traveled from Canada to Holyoke.

Men singing Canadian songs.

GERMAN SECTION

August Bey, marshal.

Bridge Street Turn Hall delegation of 40.

Turners Falls Band, 22 pieces.

Tuetonia Lodge, 40 members.

Float, ladies' society.

Two autos with members of German Reformed Church.

Ladies' Society of Turn Verein on float.

Delegation of seven machines with members of the Turn Verein Vorwaerts of Springdale with float.

SCOTCH SECTION

Donald Cameron, marshal.

Holyoke Kiltie Band in full Highland costume and bagpipes.

Caledonian Benefit Club, Inc.

Clan McLaren with float, 80 members, clad in plaids and blue caps.

Fourteen automobiles, decorated feature, Viola Morgan, six years old, standing erect on fender of auto.

Short's Band of Springfield, 25 pieces.

POLISH SECTION

Polish executive committee.

Polish World War Veterans in uniforms of American and Polish Army.

Mater Dolorossa School 200 girls in white, 120 boys.

Polish girls in native costume, bearing streamers from huge gold bell on float.

Polish Falcon's float, 12 girls.

Hack drawn by two horses, Polish Falcon officers.

Navajo Tribe of Red Men, drum corps, Chicopee Falls.

St. Michael's Society.

St. Stanislaus Society.

Polish Women's Alliance, seven trucks.

One truck, with girls in native costume.

Two machines with officers.

Polish National Alliance, No. 525, 120 in line, 25 in autos.

OTHER FRATERNAL ORGANIZATIONS

Knights of Pythias, Connecticut Valley Lodge, William A. Sparrow, marshal, with 25 members in uniform marching.

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Pythian Sisters in float.
 Oak Lodge of Odd Fellows Drum Corps.
 Springfield Canton of Odd Fellows in uniform.
 Holyoke Lodge of Odd Fellows (30).
 Rebekah Lodge, showing Rebekah at the Well.
 Pride of the alley Lodge of the Odd Fellow's float.
 DeAngelis Band of Thompsonville, Conn.
 Holyoke Council, Knights of Columbus, Edward A. Driscoll, grand knight, Greek Community Organization led by Nicholas Nichols, little boy in Greek native costume.
 Float, showing Parthenon, with figures of ancient leaders (5).
 American Legion Band, Holyoke.
 Holyoke Aerie of Eagles, four members carrying the eagle on standard, two flagbearers, Worthy President William A. Ryan.
 Aerie drill team in uniform and members of Aerie in whole suits and black trousers.
 Massachusetts Catholic Order of Foresters' float, with purple and gold colors.
 Officials of local courts in autos.
 Sheldon transfer truck with six truck horses.
 Holyoke Lodge of Moose, led by St. Mary's Drum Corps of Turners Falls.
 Moose degree team in uniform, members in white and red service hats.
 Mooseheart float followed by Moose in full regalia and Moose in autos.
 Holyoke City Band, 27 pieces.
 Holyoke Italian Progressive Society, 20 members.
 Union National Francaise, 40 members.
 Alsace Lorraine, 50 members.
 Ladies' Nest of Owls on float.
 Portuguese band, 30 pieces, of Fall River, Mass.
 Portuguese Society of Holyoke, 30 women of Holyoke and 170 men marching.
 Float, Portuguese society and four autos.
 St. Casimir Lithuanian Society men marching.
 Howah Council, No. 47, Degree of Pocahontas, I. O. R. M., on float.
 Ladies in costume about campfire.
 Float, Nightingale Lodge, Sons of St. George.
 Daughters of St. George, float. Plymouth Rock Landing of the Pilgrims, boat with pilgrims in costume.
 Float, Dames of Malta, Mount Olivet Sisterhood, decorated in purple and gold with queen on throne.
 Float, New England Order of Protection.

Holyoke Lodge of Elks float, in purple and white. Bronze fountain of water playing with symbolic figures.

Float of solid roses, Kiwanis Club, marked "Future Kiwanians," one small boy in each of two towers.

Exchange Club in six autos.

Indianola Council float (20).

Holyoke Woman's Club, solid purple and lavender decorated autos (7).

Paper City Rod and Gun Club float, with large hunting cabin (6).

Suffolk Theater autos, decorated.

McAuslan & Wakelin Company float, "Horn of Plenty."

K. of C. float representing the old Holyoke Dam.

The Labor Day sporting program was elaborate and was equally successful and well attended as other events of the Semi-Centennial, the track events and city championship baseball game drawing thousands. The feature of the day was the game between the Kosciuszko Club, winners of the City League pennant and the Germania Mills, winners of the Industrial League pennant, which was played for the city title and won by the Kosciuszko Club by a score of 11 to 4. The box score of the game follows:

KOSCIUSZKO					GERMANIA								
	ab	h	o	a		ab	h	o	a				
Bodowski, 2	..4	1	0	1	Stich, 13	0	6	0				
Scanlon, s	...5	2	1	5	Beaulieu, 3	..5	1	2	2				
Roberts, 3	...4	3	2	0	Finn, s3	1	0	2				
Mackley, lf	...4	2	1	0	Flynn, p	...4	1	2	3				
Fitzg'ald, 1	...3	1	9	0	Patnaude, c	..4	0	3	1				
Clark, cf5	1	1	0	Und'fel, lf	...3	0	2	0				
Lizak, rf4	1	1	1	Whalen, 2	...4	0	1	0				
Skypeek, c	...5	2	11	0	Sattler, p	...2	1	0	0				
Nitovik, p	...5	1	1	3	H'bauer, rf	..2	1	1	0				
					Wuench, cf	..3	1	2	0				
Totals,	39	14	27	10	Totals,	33	6	24	8				
Innings,					1	2	3	4	5	6	7	8	9
Kosciuszko,					0	2	5	0	0	1	0	3	—11
Germania,					0	0	2	1	0	0	0	0	1—4

Runs, Scanlon, Roberts, Mackley 2, Fitzgerald 2, Clark 2, Lizak 2, Skypeek, Finn, Flynn, Underdofel, Wuench; two-base hits, Clark, Mackley, Sattler, Finn, Beaulieu; errors, Clark Skypeek, Beaulieu 2, Patnaude, Underdofel, Whalen, Sattler; home run, Flynn; stolen bases, Lizak 2, Clarke, Roberts, Mackley, Skypeek, Underdofel, Wuench, Halibauer, double play, Flynn to Beaulieu; first base on balls,

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off Nitovik 6, off Flynn 5; hit by pitcher, by Nitovik (Stick); struck out, by Nitovik 11, by Flynn 7. Umpires, Hanifin and Kenney. Time, 2.08.

Thousands more were present at the Hampden Street playgrounds and the Prospect Street playgrounds where sporting events were also run off. One of the unusual features of the afternoon was the ease and rapidity with which all of the events were run off and the committee had the different events all well in hand. Starting at 1.30 o'clock, the program included track and field athletic contests at Springdale Park for young men and women, while the boys and girls of the city had their own field and track events at the Hampden Street playgrounds. While these events were being carried out band concerts were given in front of the City Hall, at Springdale Park and on the Hampden Street playgrounds.

A hurling contest which was scheduled for Springdale Park had to be called off by order of the police because of the large crowds that had assembled for the championship baseball game. The final event on the afternoon's sports program was a Gaelic football game at Falco Field.

Results of the events at Springdale Park follow:

100-yard dash for men—Won by Kenneth Smith; Roland Majeau, second; Eddie Lyons, third. Time, 11 seconds.

440-yard dash for men—Won by M. E. Keough; Rosmand Grandchamp, second; John R. Gordon, third. Time, 54 1-5 seconds.

220-yard dash for men—Won by Eddie Lyons; Kenneth Smith, second; Raymond Maggio, third.

880-yard dash for men—Won by Rosmand Grandchamp; John R. Gordon, second; Eddie Lyons, third. Time 2.46.

Pole vault for men—Won by Wooster Webber, 9½ feet; John B. Riesdorff, second, 9 feet.

Shot put—Won by John T. Moriarty, 47 feet 11 inches; Levi Nadeau, second, 43 feet 9 inches; Carlton Ernst, third, 37 feet 2 inches.

Running high jump for men—Won by John T. Moriarty, 5 feet 8 inches; Fred W. Childs, second, 5 feet 2 inches; Eli Price, third, 5 feet 1 inch.

Running broad jump for men—Won by M. E. Keough; John T. Moriarty, second; John P. Reisdorff, third.

220-yard relay—Won by Eli Price, Henry Moggio, Kenneth Smith, John R. Gordon. Time 1.43.

One-mile run for men—Won by John W. Shea, Fred B. Heck, second; Rosmand Grandchamp, third.

Egg-and-spoon race for girls—Won by Dorothy Shea; Dorothy Mayer, second; Dorothy Sullivan, third.

Running broad jump for girls under 125 pounds—Won by Miriam Jones; Dorothy Turner, second; Mary Hanan, third.

Running broad jump for girls (unlimited)—Won by Miriam Jones; Dorothy Turner, second; Mary Hanan, third.

50-yard dash for girls under 125 pounds—Won by Miriam Jones; Dorothy Turner, second; Flora Mayer, third.

75-yard dash for girls (unlimited)—Won by Marie Symes; Dorothy Turner, second; Miriam Jones, third. Time, 10 seconds.

Girls' high jump (unlimited)—Won by Miriam Jones; Marie Symes, second; Dorothy Sullivan, third.

Girl's high jump (limited)—Won by Dorothy Turner; Dorothy Sullivan, second; Mary Hanan, third.

At the Hampden Street Playgrounds the winners in the different events were as follows:

Shoe race for boys (8-pound class)—Won by Stevens; Priller, second; Okraski, third.

35-yard dash for boys (80-pound class)—Won by Morin; Cassidy, second; McGraw, third.

Standing broad jump for boys (80-pound class)—Won by John Kay; William Dimes, second; George Morin, third.

50-yard dash for boys (100-pound class)—Won by Goldberg; Dash, second; Dansereau, third.

Running high jump for boys (100-pound class)—Won by P. Cauley; Thompson, second; Gaughan, third.

Running broad jump for boys in 100 pound class won by P. Cauley, S. Goldberg, 2d; A. Lafonde, 3d.

75-yard dash for boys in 125 pound class won by Sweeney; Little, 2d; Cameron 3d.

Running high jump for boys in 100 pound class won by Al Cameron; E. Little, 2d; M. Orien, 3d.

8 pound shot put for boys in 125 pound class won by E. Little; E. Sweeney, 2d; Orien, 3d.

Potato race for girls in 95 pound class won by Mary Brassil; Cecilia Morrow, 2d; Mary Farrell, 3d.

50-yard dash for girls in 95 pound class won by Cecilia Morrow; Veronica Duda, 2d; Mary Farrell, 3d.

Running broad jump for girls in 95 pound class won by Jane McLane; Bella Bussiere, 2d; Mary Brassil, 3d.

Sack race for girls in 80 pound class won by Marion Coffey; Bella Bussiere, 2d; Ione McLean, 3d.

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35-yard dash for girls in 80 pound class won by Marjorie Hillman; Marion Coffey, 2d; Bella Bussiere, 3d.

Standing broad jump for girls in 80 pound class won by Marion Coffey; Bella Bussiere, 2d, and Mary Carroll, 3d.

The three events for girls in the 110 pound class were called off because of lack of entries.

Other features of the celebration, more thoughtful in form but equally well attended and impressive were the Saturday evening Mass Meeting in the City Hall Auditorium, which was given over to historical resume. Rev. Edwin Bradford Robinson, pastor of Grace Church, was the speaker. He gave a symposium of a half a century of progress. On Sunday afternoon, a Memorial Service to Holyoke's heroic dead was held at the Pageant Field.

At the Memorial Service, several impressive and inspired addresses were heard with reverent attention by the thousands who attended. Among the speakers were Maj.-General Clarence R. Edwards, retired, com-

mander of the Yankee Division in the World War; Rev. John F. Griffin, pastor of the Holy Rosary church; Rev. Robert Russell Wicks, pastor of the Second Congregational church and Mayor James M. Curley of Boston. The 104th Regiment band gave a concert early in the afternoon.

The celebration was concluded on Labor Day night with a grand display of fireworks at the Prospect Street playgrounds. Aerial bombs of great beauty lighted the sky for miles around and a large number of ground pieces of artistic design gave a splendor of color to this spectacular finish of a great event. A bombardment that resembled a battle of great artillery pieces closed the evening with a thunderous "finis" to a celebration which for four days had been acquainting Holyoke with herself and as each new feature was felt, a new scope and vision for the future was created so that the Semi-Centennial is certain not to mark the end of Her great achievements but only a beginning of nobler and still greater attainments among the municipalities of the Commonwealth.

Committees of Arrangements

General Officers

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E. C. PURRINGTON, Vice-Chairman
PIERRE BONVOULOIR, Treasurer
MISS MARY E. LUCEY, Secretary

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Mayor John F. Cronin, Chairman

Joseph F. Griffin Henry P. Ducharme
Frank E. Taylor William E. Bosworth

Publicity Committee

Mrs. W. G. Dwight, Chairman

Conrad Hemond, Vice-Chairman

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Joseph Lussier	William R. Peck
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Herbert E. Fuller	Miss Gertrude Franz
Chester H. Struble	Miss Lucy Hickey
Victor Wisley	Miss Barbara Baker
Victor Messier	Mrs. Henry S. Houston
Francis McSherry	Charles A. Vautrain
A. H. Sampson	Vincent Smith
James F. Cleary, Jr.	

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E. C. Purrington	Dr. Stanley C. Cox
Thomas Scanlon	Donald Cameron
George Lane	Ira P. Humes
Dr. William P. Ryan	Mrs. G. H. Clark
Leopold Sabourin	Mrs. Rose Greenwood
G. R. Haarmann	Miss Agnes Cadieux
David F. Allyn	Mrs. F. H. Metcalf
Joseph Milos	Miss Mary Landers
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P. J. Bresnahan	Mrs. Alex MacDonald
Caesar Equi	Mrs. H. E. McElwain
Miss Lucy Hickey	

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Arthur J. Newell, Chairman

Michael Cleary	O. D. Allyn
A. Judson Rand	Miss Anna L. Gilligan
John F. Stapleton	A. F. Sickman
J. A. Coderre	Frank H. Metcalf
Gilbert Waters	

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Honorary Reception Committee

Mayor John F. Cronin

Arthur B. Chapin	John H. Woods
Nathan P. Avery	John J. White
	John D. Ryan

Firemen's Muster Committee

S. E. Whiting, Chairman

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P. J. Kilbride	P. F. Ryan
Fred Sussenguth	J. L. Rogers
Dennis Mack	P. J. Moriarty

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William A. Allyn	A. Judson Merrick
E. P. Bagg	Frank H. Metcalf
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E. W. Chapin	Daniel O'Connell, Jr.
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T S Childs	William A. Prentiss
Miss Theresa Corser	Joseph F. Ranger
H J. Frink	Henry L. Russell
E. Hugo Freidrich	James M. Ramage
John J. Finn	Joseph A. Skinner
Daniel J. Fitzgerald	Miss Belle Skinner
William D. Flagg	Clifton F. Tilley
Ashton E. Hemphill	Frank B. Towne
J. K. Judd	William F. Whiting
C. C. Jenks	Fred S. Webber
Thomas J. Lynch	Edward N. White
Louis A. LaFrance	Frank A. Woods
Chas. E. Mackintosh	J. L. Wyckoff
William Mauer	S. R. Whiting
William McCorkindale	William Skinner

Refreshments Committee

William Bosworth, Chairman

E. G. White	James Courtney
	John Murphy

Printing Committee

James F. Cleary, Jr., Chairman

John Sullivan	Lionel Boucher
Robert Harrigan	William Leahy

Music Committee

W. C. Hammond, Honorary Chairman

Hugh Craig, Chairman

Miss Mary L. Parsons	Fred Grady
Edward Gilday	Frank U. Redfern
Norman Dash	Mrs. L. A. Wiliston
James H. Wakelin	David Strachan
Cornelius Hurley	John Zielinski
John Gorman	Thomas Auld

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B. W. Beamon, Chairman

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John B. Whalen	Paul C. Schubach
John J. Moynahan	Harold Woodruff
P. H. Kelly	George R. Burns
Joseph Bower	Donald Purrington
James W. Spicer	L. K. Appel
R. B. Simmons	Thomas McCullough
James E. Cassidy	Samuel McAulay
Roland Shea	Bernard Clough
Howard McNally	George A. Barratt
W. E. Harper	Fred Childs, Sr.
Stanley Skyeck	R. O. Besserer
James A. Aitken	Donald Cameron
Charles McMahon	Adjutor Goddu
Edward A. Quigley	Clifford S. Lyon
H. M. Sinclair	George Barnett, Jr.
John McCurdy	Miss Lucille Cheney
	Miss Septa Lynn

Committee on Decorations

Miss Lucy Hickey, Chairman

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Henry Remillard	Henry J. Toepfert
Arthur A. Marcell	Herbert Hill
George H. Sinclair	L. D. Pellissier
Joseph Wood	William F. O'Brien

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Leslie Storey	Miss Marjorie Green
M. L. Kennedy	Patrick Bresnahan, Jr.
Miss Lucy Hickey	William Barry
James Sullivan	Miss Irene Ducharme
John Riley	Miss Esther Bieber
John R. Kurnik	Mrs. H. E. McElwain
John Zielinski	Miss Helen Dwight

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Ticket Committee on Costume Ball

Conrad Hemond, Chairman and Treasurer

Dr. Julia Bauman	Miss Mary C. Sheehan
Miss Agnes Cadieux	Stanley C. Cook
Miss Laura Dwight	Raymond P. Heidner
Miss Janet King	Arthur A. Marcil
Mrs. George E. Pellissier	Frank P. McGuire
Miss Alice Robert	George R. Osborne
Mrs. W. P. Ryan	Dr. W. J. Powers
	Wallace Smith

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E. C. Purrington, Chairman

Frank E. Taylor	E. A. Driscoll
Charles A. Chase	P. J. Dowd
W. A. Morse	C. E. Ducharme

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Mrs. W. G. Dwight	Mrs. H. E. McElwain
	Patrick J. Bresnahan, Jr.

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Maj. W. J. Crosier	Charles B. Perry
Maj. E. J. Slate	Henry J. Toepfert
William R. Peck	Edward L. Twing
Philip W. Gridley	Edwin J. Keough
Patrick J. Bresnahan, Jr.	James F. Cleary, Sr.
P. A. Coughlin	

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Thomas P. McKiernan	P. A. Coughlin
Conrad Hemond	Miss Grace Lynn
Mrs. E. D. Lamb	Miss Catherine Mahoney

Fire Works Committee

Joseph F. Griffin, Chairman

Michael Gleason	William J. McIntee
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Exhibit Committee

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Thomas McLean	Mrs. Gilbert Waters
	Mrs. Herman Heinritz

Holyoke League of Arts and Crafts Poster Contest—

George E. Sensenay, Chairman

A. H. Sampson	R. O. Nicolai
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Prize Poem Contest—Board of Judges

Dr. E. P. Bagg, Chairman

Mrs. F. B. Towne	Arthur Ryan
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School Poster Contest—Board of Judges

Miss Mary Hussey, Chairman

Miss Agnes Kelly	Miss Frances Donoghue
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School Essay Contest—Board of Judges

Francis McSherry, Chairman

Miss Laura Dwight	Edwin J. Keough
Mrs. E. D. Lamb	Rev. Dr. R. R. Wicks

Prize Poem Contest Committee

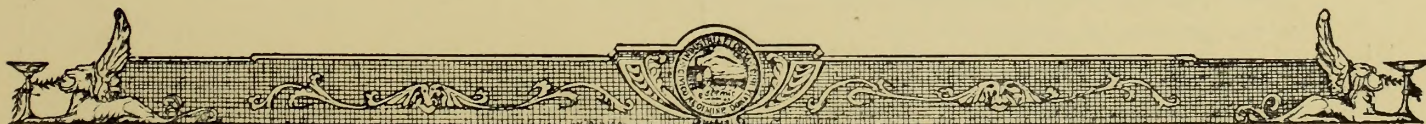
Jason O. Cook, Amherst, Chairman

Miss Katherine S. Woodward, Northampton
Miss Alice Stevens, South Hadley

Transportation Committee

L. A. LaPorte, Chairman

Cornelius Donnelly	Howard C. Brewster
William P. Yoerg	Roger C. Carter
Kenneth R. Charlton	William H. Skilling
Russell W. Magna	Stuart A. Russell
Leon A. Peltier	Victor Menard
R. J. LaPorte	Giles M. Haggerty



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THE Newton Paper Company is another of the many examples of industrial success which are to be found in the industrial history of Holyoke. Starting with one machine and an output of three to four tons of paper daily, this plant now ships extensively throughout the west and to Australia and Canada. Its products include the "Elephant Brand," extra water-proof sheathing paper; "Medal Brand," corrugated carpet lining; noiseless deadening felt for floors and high grade heavy wrapping papers.

The Newton Paper Company originated the red rosin-sized sheathing paper, now an international commodity and its "Medal Brand" corrugated carpet lining was awarded the medal of honor at the Paris exposition in 1878.

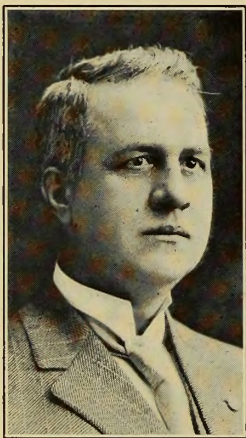
The Newton Paper Company was originally established by James Ramage and Moses Newton in 1874. It was then known under the firm name of Newton and Ramage. In 1876 it was incorporated as the Newton Paper Company, with a capital stock of \$24,000, which was increased to \$72,000 in 1883. The incorporators were Moses Newton, James Ramage, James H. Newton and George A. Clark.

NEWTON PAPER COMPANY

A. M. POTVIN CO.

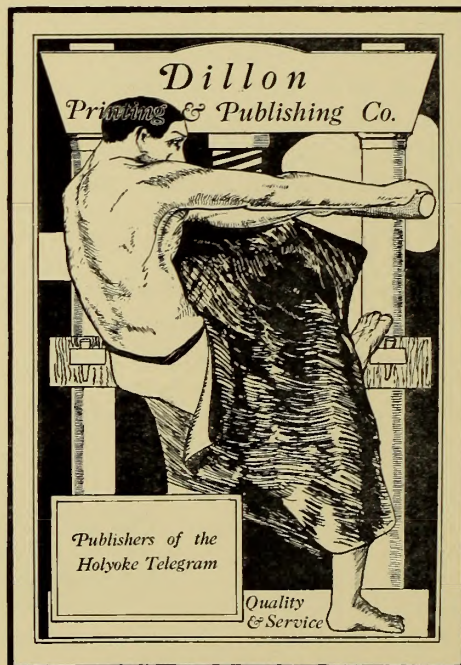
REAL ESTATE

378 High St., Holyoke, Mass.



One of the best known figures among the Canadian French people of Holyoke is A. M. Potvin. Mr. Potvin is an early settler in the city and in the course of thirty years as a merchant on Main Street where he conducted a clothing business, he rose to prominence and distinction. In November, 1922, he retired from this business and opened a real estate office. Mr. Potvin has been an alderman, a

member of the Board of Public Works and was one of the organizers of the St. Jean Baptist Society. He is married, has two daughters, and resides on Locust Street.



HOLYOKE OLD and NEW

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W. T. GRANT COMPANY

DEPARTMENT STORES

W. T. Grant Company congratulates Holyoke on its 50th Anniversary and wishes to voice its appreciation of the good-will manifested towards our organization in this City.

HOLYOKE,

MASS.

American Window : Cleaning Co. :

INC.



273 APPLETON ST.

ESTABLISHED 1907

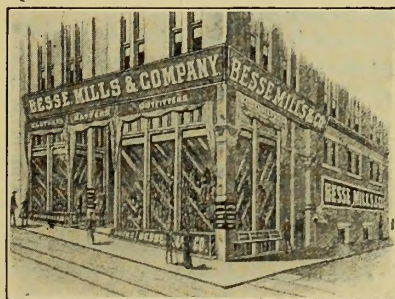
Try our new process of shampooing rugs—
it's real good

TEL. 1658

BESSE SYSTEM COMPANY, Inc.

1890

Dwight and Front St.



Started Business
April 5, 1890

Destroyed by Fire,
February 28, 1899

Sales of Besse Stores 1922
\$7,000,000

BESSE-MILLS CO.

Incorporated
June 5, 1903

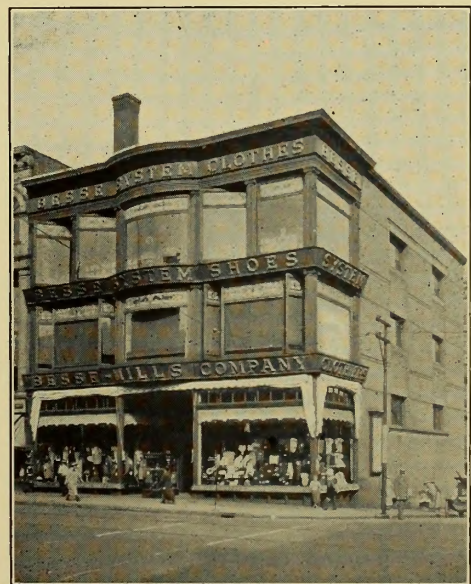
\$25,000
Capital Stock

BESSE SYSTEM STORES

Consolidated
February 1, 1923

\$2,500,000
Capital Stock

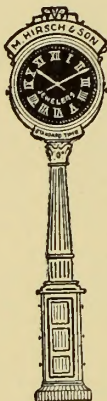
27 Stores Buying As One



High and Suffolk St April 26, 1900

HOLYOKE OLD and NEW

FIFTIETH ANNIVERSARY



*At the Sign of
the Big Clock*

*Watches
Diamonds
Jewelry
Silverwear
Clocks*

We take this opportunity of expressing our thanks to the public of Holyoke and vicinity for their support and patronage during the past thirty-two years.

M. HIRSCH & SON

*Jewelers
since
1891*

187 HIGH STREET

A. Judson Rand

JEWELER

301 APPLETON ST.

Mr. Rand learned the business from the late James W. Meacham, entering his employ in the spring of 1869, where he served an apprenticeship of about three years. He then entered the store of the late Albert G. Taylor, of Springfield, having entire charge of the watch repairing department, until the spring of 1878, when he opened a repair shop, with a small stock of goods, occupying one window of the corner store in the old Holyoke House, and within a few years occupied the whole store, now used by the Mechanics Bank.

After remaining twenty-three years in this location, he removed to High Street, where he remained seven years. The rents became prohibitive and he was forced to remove to his present location, where in spite of cramped quarters and a side street location, he has built up a successful business and enjoys an enviable reputation for handling reliable and up to date goods in his line.

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<p>1872</p>	<p>1872</p>
<p>1873</p>	<p>1873</p>
<p>1874</p>	<p>1874</p>
<p>1875</p>	<p>1875</p>
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<p>1883</p>	<p>1883</p>
<p>1884</p>	<p>1884</p>
<p>1885</p>	<p>1885</p>

